

1930
Style Book
Certified
FADEPROOF



WALL PAPER

Remember:

**WE PAY POSTAGE
WE PAY FREIGHT**

Sears, Roebuck and Co.
Stores Everywhere to Serve Everyone

*"Lovely Creations
Smart Colors
Make Them the
Outstanding
Wall Papers for
1930."*

June M. Robinson



A VERDICT of great fashion significance, indeed! Made, as it was, in a recent interview with Miss June M. Robinson. For Miss Robinson's is a voice of import in Chicago's artistic circles. She is a true connoisseur of color and design . . . this brilliant young interior decorator whose keen eye in decorative effects is responsible for some of the striking interiors of the famous Palmolive and Bell Buildings in Chicago, as well as many of the finest and most exclusive homes along Chicago's famous Lake Shore Drive.

"Your book is remarkable for its effective use of color," said Miss Robinson. "Color . . . gay, lavish, vivante! This is as it should be. For imperious Fashion allows no alternatives in the matter, this season—

it is, in her vocabulary, synonymous with the mode. Certain it is that color interest, more than ever before, is the central motif of all interior decoration. And kitchen, bath or drawing room, alike, are asplashed with vibrant hues!"

SEARS, ROEBUCK AND CO.

Dear Sirs: Allow me to congratulate you. Your new 1930 wall papers—unquestionably stunning! So distinctive. So colorful. Expressive of the most interesting trends in modern decorative feeling. My frank opinion of their artistic merit is perhaps best demonstrated by the fact that I have already selected three or four samples, around which I am planning some new interiors!

Truly, the lovely new creations and smart colors will make them the outstanding wall papers for 1930.

Sincerely,

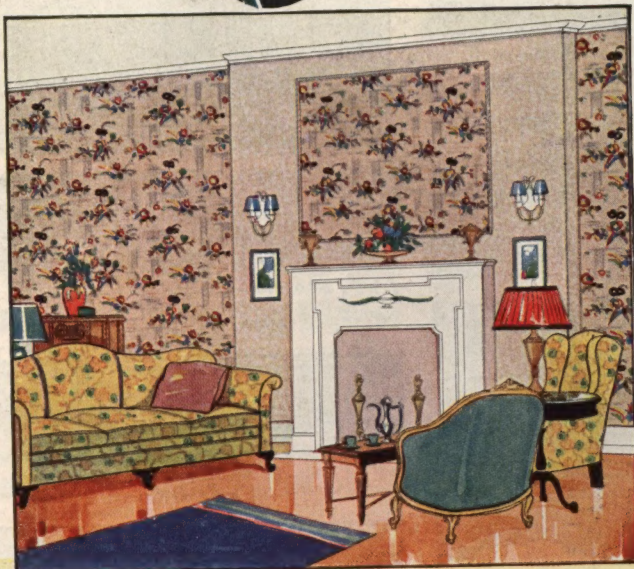
JUNE M. ROBINSON.

Address Furnished on Request

Whichever—whatever—you wish in wall styles is to be found, without doubt, between the pages of this book. For whatever the vogue holds of the new, the smart, the modern in color and design, has here been translated by foremost artists into wall patterns of rare and distinctive charm. A style for each interior—the bizarre, the picturesque, the charming, in villa, bungalow or cottage. Yes, difficult to choose between them, perhaps, with each so delightfully, so uniquely modish!

SEARS, ROEBUCK AND CO.

COLORS



we guarantee FADEPROOF

The modern home is vivid, gay . . . dynamically atune with modern living. With the advent of fade-proof color, surely new charm makes entrance! 1930 finds wall paper in the spotlight of decorative interest; there is no more effective means of brightening a room into fashionable new beauty! Your walls will vary, some furnishing background for the gracious mellowness of antiques, others, perhaps, for the geometric simplicity of the modern art furniture. Yet your wall papers will, in one respect, be the same; if they are truly up to date, they will be colorful!



OUR NEW 1930 *Certified* WALL PAPER

Wall Paper Beauty That Lasts!

Fadeproof for 3 to 5 Years

Invitingly sun-splashed! Such rooms are the most inviting in the whole house. But—the same gilded flood of light that makes them so sunnily cheerful is the severest possible test of the quality of paper you put on their walls! With the vogue for color, unusual care must go into wall paper selection. You can safely order any design advertised in this new book as Fadeproof. No matter how brilliant, or how delicately tinted, any of our Certified Wall Papers shown in this book will **STAY FRESH AND UNFADED FOR 3 TO 5 YEARS!**

Fadeproof—The Stamp of Wall Paper Worth

*Certified by the
U.S. Department of Commerce*

All our Certified papers are Fadeproof. They carry the seal of the *Wall Paper Association*, endorsed by the *U. S. Dept. of Commerce*. This means that, in addition to other exacting scientific requirements for quality, our paper has successfully passed the severe Fade-O-Meter tests, proving color fastness.

Do you fully appreciate what a thorough assurance of satisfaction the Association seal guarantees? It means that you may not only rely on paper and design to remain fast to light, but that you may also know that the paper is of proper weight for durability, with a standard amount in each roll.



Colors Stay Fresh Under Gruelling Test

The illustration on the left shows one of our Fadeproof patterns after 24 hours' exposure to the Fade-O-Meter. What is a Fade-O-Meter? An ingenious device, a powerful carbon arc lamp, which subjects wall paper in 24 hours' time to the equivalent of three years' exposure to sun and light on the walls of a room. Our experiments exceeded even the rigid requirements of the *Wall Paper Association* and the *U. S. Dept. of Commerce* . . . each pattern was tested for the equivalent of five years' actual service! See—the center space ruled on the pattern is the area on which the instrument's rays were concentrated. And the color? As fresh and new as ever!

Look What It Does to Ordinary Wall Paper!

Immediately above you see a regulation wall paper pattern after 24 hours' exposure to the powerful Fade-O-Meter rays. Sadly faded, isn't it, where the light rays were concentrated? **THIS PATTERN IS NOT A FADEPROOF DESIGN.** This illustrates in a graphic manner how an average pattern fades in actual service. The loss of color value is more noticeable in the illustration than on the wall of a room only because the paper on the wall fades uniformly, while here one section only has been faded in making the test.

The Border Is the Finishing Touch



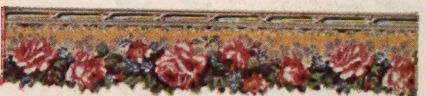
(1) 53A3367—Border, 5 inches wide, to match pattern on page 46. Per yard, Prepaid..... 5½c



(2) 53A3341—Border, cut out, 4 inches wide, to match pattern on page 56. Per yard, Prepaid..... 4½c



(3) 53A3353—Border, 4 inches wide, to match pattern on page 52. Per yard, Prepaid..... 4c



(4) 53A3365—Border, cut out, 4¾ inches wide, to match pattern on page 47. Per yard, Prepaid..... 4½c



(5) 53A3389—Border, 4½ inches wide, to match pattern on page 34. Per yard, Prepaid..... 5½c



(6) 53A3329—Border, cut out, 3½ inches wide, to match pattern on page 62. Per yard, Prepaid..... 4½c



(7) 53A4395—Border, 2½ inches wide, to match pattern on page 31. Per yard, Prepaid..... 6c



(8) 53A3381—Border, 4¾ inches wide, to match pattern on page 38. Per yard, Prepaid..... 4½c



(9) 53A3413—Border, 4 inches wide, to match pattern on page 22. Per yard, Prepaid..... 6c



(10) 53A4431—Border, 3½ inches wide, to match pattern on page 10. Per yard, Prepaid..... 7c



(11) 53A4433—Border, 3¼ inches wide, to match pattern on page 9. Per yard, Prepaid..... 6c



(12) 53A3417—Border, 5 inches wide, to match pattern on page 20. Per yard, Prepaid..... 7c



(13) 53A3411—Border, cut out, 5 inches wide, to match pattern on page 23. Per yard, Prepaid..... 6c



(14) 53A3415—Border, 4 inches wide, to match pattern on page 21. Per yard, Prepaid..... 5½c



(15) 53A2371—Border, cut out, 5½ inches wide, to match pattern on page 44. Per yard, Prepaid..... 5c



(16) 53A3373—Border, 4¾ inches wide, to match pattern on page 42. Per yard, Prepaid..... 4½c



(17) 53A4419—Border, 4 inches wide, to match pattern on page 19. Per yard, Prepaid..... 6c



(18) 53A2337—Border, cut out, 5½ inches wide, to match pattern on page 58. Per yard, Prepaid..... 4½c



(19) 53A3333—Border, cut out, 3½ inches wide, to match pattern on page 60. Per yard, Prepaid..... 4½c



(20) 53A4905—Border, 2½ inches wide, to match pattern on page 12. Per yard, Prepaid..... 5c



(21) 53A2321—Border, cut out, 7¼ inches wide, to match pattern on page 67. Per yard, Prepaid..... 3½c



(22) 53A2319—Border, cut out, 7¼ inches wide, to match pattern on page 68. Per yard, Prepaid..... 3½c



(23) 53A3339—Border, 5 inches wide, to match pattern on page 57. Per yard, Prepaid..... 4c



(24) 53A3409—Border, cut out, 4 inches wide, to match pattern on page 24. Per yard, Prepaid..... 6½c



(25) 53A3369—Border, 4 inches wide, to match pattern on page 45. Per yard, Prepaid..... 6c



(26) 53A3355—Border, cut out, 3½ inches wide, to match pattern on page 51. Per yard, Prepaid..... 4½c



(27) 53A3357—Border, 4½ inches wide, to match pattern on page 50. Per yard, Prepaid..... 4c



(28) 53A4403—Border, 3¼ inches wide, to match pattern on page 27. Per yard, Prepaid..... 6c



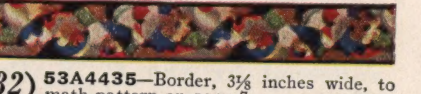
(29) 53A4425—Border, 3 inches wide, to match pattern on page 15. Per yard, Prepaid..... 7c



(30) 53A3363—Border, 4½ inches wide, to match pattern on page 48. Per yard, Prepaid..... 4½c



(31) 53A3343—Border, 4 inches wide, to match pattern on page 55. Per yard, Prepaid..... 4c



(32) 53A4435—Border, 3½ inches wide, to match pattern on page 7. Per yard, Prepaid..... 7c



(33) 53A4423—Border, 4 inches wide, to match pattern on page 17. Per yard, Prepaid..... 6c

to the Beauty of the Papered Room



(34) 53A3323—Border, cut out, 5½ inches wide, to match pattern on page 66. Per yard, Prepaid.....3½c



(35) 53A3315—Border, 4¼ inches wide, to match pattern on page 70. Per yard, Prepaid.....3c



(36) 53A3303—Border, cut out, 5¾ inches wide, to match pattern on page 76. Per yard, Prepaid.....3c



(37) 53A3407—Border, 5 inches wide, to match pattern on page 25. Per yard, Prepaid.....5½c



(38) 53A3325—Border, cut out, 4¾ inches wide, to match pattern on page 65. Per yard, Prepaid.....3½c



(39) 53A3391—Border, 5 inches wide, to match pattern on page 33. Per yard, Prepaid.....5½c



(40) 53A3383—Border, cut out, 4¾ inches wide, to match pattern on page 37. Per yard, Prepaid.....5c



(41) 53A3421—Border, 4 inches wide, to match pattern on page 18. Per yard, Prepaid.....6c



(42) 53A3335—Border, cut out, 5 inches wide, to match pattern on page 59. Per yard, Prepaid.....4½c



(43) 53A4401—Border, 4 inches wide, to match pattern on page 28. Per yard, Prepaid.....6c



(44) 53A2375—Border, cut out, 6½ inches wide, to match pattern on page 41. Complete with extra 1¼-inch binder strip. Per yard, Prepaid.....4½c



(45) 53A3309—Border, cut out, 5¾ inches wide, to match pattern on page 73. Per yard, Prepaid.....3½c



(46) 53A3313—Border, 5 inches wide, to match pattern on page 71. Per yard, Prepaid.....3c



(47) 53A3331—Border, cut out, 6 inches wide, to match pattern on page 61. Per yard, Prepaid.....4½c



(48) 53A3327—Border, 5 inches wide, to match pattern on page 64. Per yard, Prepaid.....3c



(49) 53A3317—Border, cut out, 5¼ inches wide, to match pattern on page 69. Per yard, Prepaid.....3½c



(50) 53A3385—Border, 4¾ inches wide, to match pattern on page 36. Per yard, Prepaid.....5½c



(51) 53A3387—Border, cut out, 4¾ inches wide, to match pattern on page 35. Per yard, Prepaid.....5½c



(52) 53A3397—Border, cut out, 4 inches wide, to match pattern on page 30. Per yard, Prepaid.....6½c



(53) 53A3351—Border, cut out, 3¾ inches wide, to match pattern on page 53. Per yard, Prepaid.....4½c



(54) 53A4399—Border, 3¼ inches wide, to match pattern on page 29. Per yard, Prepaid.....6c



(55) 53A3305—Border, cut out, 5¼ inches wide, to match pattern on page 75. Per yard, Prepaid.....3½c



(56) 53A3377—Border, 4¾ inches wide, to match pattern on page 40. Per yard, Prepaid.....4½c



(57) 53A3307—Border, cut out, 5½ inches wide, to match pattern on page 74. Per yard, Prepaid.....3½c



(58) 53A3301—Border, 5 inches wide, to match pattern on page 77. Per yard, Prepaid.....2½c



(59) 53A3311—Border, cut out, 4¾ inches wide, to match pattern on page 72. Per yard, Prepaid.....3½c



(60) 53A3361—Border, 5 inches wide, to match pattern on page 49. Per yard, Prepaid.....4½c



(61) 53A3405—Border, cut out, 4 inches wide, to match pattern on page 26. Per yard, Prepaid.....6½c



(62) 53A3345—Border, 4 inches wide, to match pattern on page 54. Per yard, Prepaid.....4c



(63) 53A2393—Border, cut out, 5½ inches wide, to match pattern on page 32. Per yard, Prepaid.....5c



(64) 53A3427—Border, 4 inches wide, to match pattern on page 14. Per yard, Prepaid.....7c

Beautiful Home Decorative Effects



A beautiful landscape of a bright luxurious tropical setting, displaying blended colors of flowers, birds, etc. Across a wide strip of equatorial waters, the half submerged sun foretells the approaching end of the day. Use one or more pieces of this attractive beautiful landscape for your dining room, or as a border around a room, as a panel above a fireplace, mantel, etc. When used above a plate rail, chair rail or wainscoting, Lincrusta may be used to fill in the space below. (See page 85 for complete line of Lincrusta.)

53A1024—Frieze, 67 inches long, 42 inches wide. Each, Postpaid. **\$1.00**
3 Friezes, Postpaid.....**\$2.50**



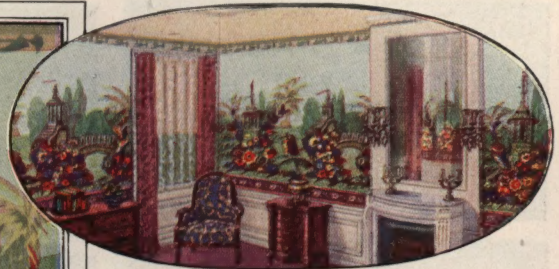
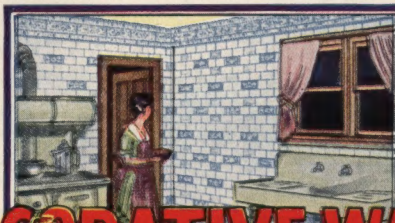
Special Nursery Frieze

Recalling the attractive figures of childhood favorites, from Humpty Dumpty to Little Pö Peep, the 12 figures are each 10 inches high and come complete in a panel which can be used as a border. A pleasing effect is obtained by cutting out the figures and pasting them on the walls of the children's rooms. The bottom of the panel has a 1½-inch binder to be used around windows and doors or to decorate beds or chairs.

53A1014—Panel, 10 feet long,
12 figures, Postpaid.....**75c**
3 panels, Postpaid.....**\$2.00**



53A3429—Border, 6 inches wide, to match pattern on page 13. Per yard, Postpaid.....**9c**



53A3031

Border, 5½ inches wide, as illustrated. With each yard of this border we furnish a 5½-inch wide ornamental streamer or pennant for attaching below border as illustrated.



The streamer can be used with each yard of border or at greater intervals if preferred.

Price, per yard, Postpaid.....**7½c**
Especially designed to use with patterns shown on pages 6, 11, 12 and 32.

53A3032—Price, per yard, Postpaid.....**7½c**

Above border, pastel shade. (Not illustrated.) Especially adapted for use with pattern shown **53A3033**—Price, per yard, Postpaid.....**7½c** and listed on page 53. Same coloring as 53A3031, with gold overlay. (Not illustrated.) Used with patterns shown on pages 6, 11, 12 and 39.

Binders

Make attractive frames for panel paper. Binders listed below are adapted for use with any of the patterns shown in this book whose coloring harmonizes with the binder colorings.



53A4001—Price, per yard, Postpaid.....**3c**

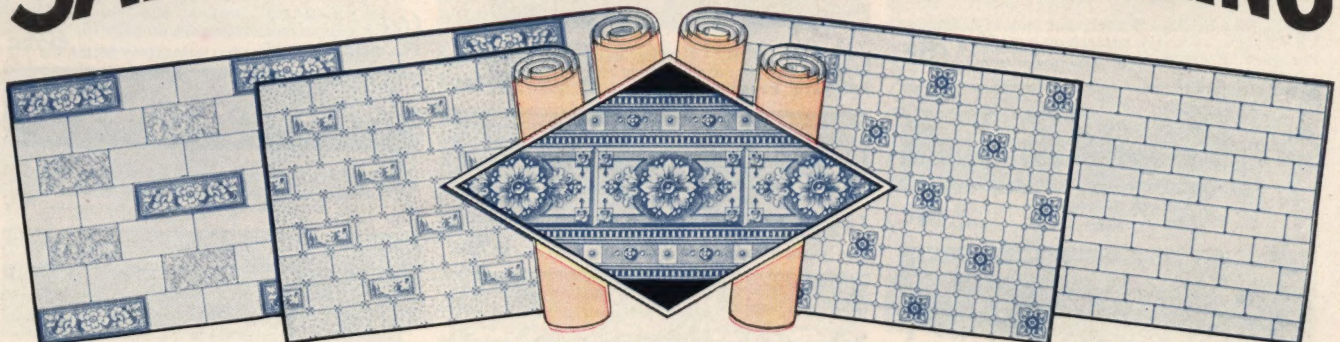
Binder, 2½ inches wide, as illustrated. **53A4002**—Price, per yard, Postpaid.....**3c**
Above binder with tan, red, blue, black and green colorings (not illustrated).



53A4004—Price, per yard, Postpaid.....**3c**

Binder, 2½ inches wide, as illustrated. **53A4003**—Price, per yard, Postpaid.....**3c**
Above binder in red, blue, black and tan (not illustrated).

SANITAS DECORATIVE WALL COVERING



53A49—Blue Fancy Tile.

53A47—Blue Dutch Block.

(Border)

53A48—Fancy Blue Block.

53A31—Plain Blue Tile.

Sanitas Decorative Wall Covering

Sanitas Covering (wall oilcloth) is the modern, practical, attractive wall covering for kitchen, pantry, bathroom or bedroom. It is sanitary and easy to keep clean, easy to hang, economical on account of its great durability and withstands repeated cleanings or washings with little effect on the finish.

To find the amount of 48-inch Sanitas Covering required to cover a certain area, divide the area in square feet by twelve (12). For example: Area to cover, 144 square feet, divided by 12 equals 12 yards, the quantity of Sanitas Covering to order.

Price of Sanitas Covering

48-inch width, any pattern or color. Per yard, Postpaid.....**38c**

12-yard piece, any pattern or color, Postpaid.....**\$4.22**

Furnished in Plain Gloss White Ceiling, 53A46; Plain Flat Finish Embossed White Ceiling, 53A39, and in the Wall Patterns shown. Same prices as listed for wall.

Border

53A42—About 6¾ inches wide, blue only. Per yard, Postpaid.....**11c**

**ORDER
BLANK**

Sears, Roebuck and Co.

**WE GUARANTEE
TO SATISFY YOU AND
SAVE YOU MONEY**

We Pay Postage and Freight

State How You Want Your Goods Shipped
By Placing an **X** in Proper Square Below

Parcel ☐ Post ☐Freight 270

Name _____

(First Name)

(Middle Initial)

(Last Name)

EXPRESS SHIPMENTS. We do not prepay express charges. Should you, however, be in a special hurry and desire shipment by express, we will credit your order with an amount equal to the freight charges based on the weight of the article purchased.

HOW TO SEND MONEY. The safest ways to send money are by post-office money order, express money order, bank draft or personal check. If impossible to obtain any of these, send currency wrapped in heavy paper by registered letter. If in a special hurry, your order and money may be sent by telegraph. The telegraph company will arrange this for you. Give your complete address in your telegram.

Postoffice

Rural Route

Box
No.

State

Please give both your Route and Box Number if on a Rural Route

Street
Address

If you want this order shipped to another person or to a different address from that shown above, give directions here.


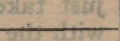
DO NOT WRITE IN THIS SPACE

READ THIS—Be sure to order enough paper to allow for waste! It is better to have a roll or two left over than to delay the work by sending for more paper to finish.

USE THIS ORDER BLANK FOR ORDERING WALL PAPER

Do Note Write in This Column RECHECK	Catalog Number of Pattern	QUANTITY WANTED	Kind of Wallpaper	Name of Paper	PRICE, EACH	Total Amount	
						Dollars	Cents
			Double Rolls SIDE WALL				
			Yards of BORDER				
			Yards of BINDER				
			Double Rolls CEILING				
			Double Rolls SIDE WALL				
			Yards of BORDER				
			Yards of BINDER				
			Double Rolls CEILING				
			Double Rolls SIDE WALL				
			Yards of BORDER				
			Yards of BINDER				
			Double Rolls CEILING				
			Double Rolls SIDE WALL				
			Yards of BORDER				
			Yards of BINDER				
			Double Rolls CEILING				
			Double Rolls SIDE WALL				
			Yards of BORDER				
			Yards of BINDER				
			Double Rolls CEILING				
			Double Rolls SIDE WALL				
			Yards of BORDER				
			Yards of BINDER				
			Double Rolls CEILING				

Use the Lines Below to Order Wall Paper Tools and Accessories

<p>After pasting the saved patterns are not trimmed and are as the rough used only on Sears Roebuck paper. The feature is fully protected by U. S. Patent and postage stamps separate.</p>	<p>Would you check from a and treat it off just as you with the Just take</p>	<p>Don't Forget to Order Paste!</p>	<p>ment how you write age has been delayed it will have the mission, please way for a few packages, one of the packages may be delat sent in one Frequently all the wa every roll of wall paper in your</p>	<p>   </p>
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We Pay Postage and Freight

Things to Remember

1. May we suggest if there is any wall paper left over that you keep it for future use. Sometimes wall paper becomes soiled or torn, and if you have some of the same pattern and shade on hand it is very easy to patch up those places satisfactorily.

2. In making wall paper, the different lots sometimes vary slightly in shade although we try to get each lot exactly the same. It may be that when you need an extra roll for repairs we will be unable to match your sample exactly. You should always send us a sample of the paper you want us to match so that we can match the paper as closely as possible.

3. Should you find it necessary to return

any of this wall paper please bear in mind that we cannot allow credit for any rolls that you have opened or partly used, for we cannot sell less than full double rolls of wall paper.

4. Be sure to order paste!

5. Be sure to prepare walls according to instructions on pages 86 and 87.

6. If you have ordered all the paper you need from the sample book which we sent you, we would appreciate having you give it to a neighbor or friend who may be in need of wall paper.

7. Read instructions on pages 86 and 87 before starting to paper if you have never papered.

Read This About Borders

Cut-Out Borders With Binders



How cut-out border and binder must be cut.

Binders furnished with cut-out borders are printed on the same width as the border, just below the border or just above it. Illustration shows how the border and binder are pulled apart on the perforated lines and the binder trimmed.

Cut-Out Borders



How 9-inch border must be cut.

In making 7-inch or 8-inch borders, two strips of borders are printed on the same width of paper, and to avoid any possibility of loss or damage in packing and shipping, the border is left in its double form. For instance, if 12 yards of border are ordered, you will receive a roll of paper, measuring 6 yards in length, with two widths of border on it. Illustration shows how the two borders must be detached before hanging.

Binders

In making binders, three, four, five and sometimes six strips of binder are printed on one width of paper. To avoid any possibility of loss and damage in packing and shipping the binders are left in the one width, which is about 19½ inches. Illustration shows how these binders must be cut apart before hanging.



How separate binder must be cut.

Varnished Tile Borders

Varnished tile borders are printed four and five strips to a width, which is about 19½ inches. Illustration shows how these borders must be cut apart before hanging.



How varnished tile border must be cut.

Your Paper Is Trimmed



This protective perforated edge is easily removed.

All our wall paper (except the varnished tile, rough cast, Sero-Tex and engraved papers) is trimmed ready to hang. The selvage or plain edge is perforated and left attached to the paper. This makes it easier to apply the paste, since less care is needed to keep the paste from getting over the edge onto the face of the paper. After the wall paper is pasted and folded, just take hold of the selvage with the thumb and forefinger and tear it off just as you would tear a check from a

check book or two postage stamps apart.

This feature is fully protected by U. S. Patent and is used only on Sears-Roebuck paper.

Our varnished tile, rough cast, Sero-Tex and engraved patterns are not trimmed. After pasting the strips, just trim off one selvage with large shears.

Shortages

Always be sure to examine thoroughly your shipment of wall paper before reporting a shortage. In practically every instance where a customer reports a shortage he finds later, when he has carefully checked his shipment, that he has the full amount of wall paper ordered. It is usually the border or binder part of the order that seems incomplete. Be sure to read top part of page explaining how borders, etc., are packed, then carefully check every roll of wall paper in your shipment.

Frequently all the wall paper ordered cannot be sent in one package. When shipped in more than one package, one of the packages may be delayed on the way for a few days. Should any part of your order be missing, please wait a few days so that in case a package has been delayed it will have time to arrive before you write us. When writing about a shortage always mention how many packages of paper you have received.



Our Improved Trimmed Paper.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Euphrates

Tiger Lily, native of the famous river titled above, barbaric in its rich coloring and design, strikingly effective against its heavily embossed silver-tinged cream background. This artistic pattern is designed for use either as an all-over paper or in ornamental panels over rough plaster effect papers. (See page 16, 53A901 and 53A903.) For color illustration of border, see border 53A4435, page 2, No. 32.

WE
PAY THE
POSTAGE

35¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A435 —SIDEWALL . . . 70c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4435—BORDER . . . 7c
3¼ INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

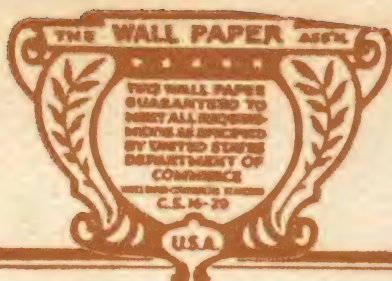
Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.92
10 x 12 ft.	8	4	2	16	4.76
10 x 14 ft.	8	5	3	17	5.95
12 x 12 ft.	8	5	3	17	5.95
12 x 16 ft.	9	7	4	20	7.98

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Lausanne

(This Pattern Is NOT Ready Trimmed)

Shimmering silver surface of turquoise water depths, reflecting rare quaintness of gay roofed cottages, quivering with the mirrored loveliness of trees a-bloom. Colorful wall paper beauty inspired by a typical bit of matchless Swiss Alps scenic beauty. Remarkably effective on the walls of living room, dining room or hall. Border 53A3439 (not illustrated) adds a final inexpensive touch highly essential to the complete effectiveness of the room decoration.

WE
PAY THE
POSTAGE

35¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A439 —SIDEWALL . . 70c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3439—BORDER . . . 7c
5 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.92
10 x 12 ft.	8	4	2	16	4.76
10 x 14 ft.	8	5	3	17	5.95
12 x 12 ft.	8	5	3	17	5.95
12 x 16 ft.	9	7	4	20	7.98

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29. U.S. Dept of Commerce

This Is the Back of a MASTER ART Sample of

Arbor-Glow

Richly colored floral clusters on somber leaved twining vines present a vivid, colorful picture against the neutral tone manor wall. Open window casements reflect a brightly lighted interior, further emphasizing the quiet wall tones. Overlaying the entire pattern, a white tracery embellished with gold color spots completes a most artistic design. Insure the complete beauty of the room decoration by ordering the artistic ceiling and border design listed below. Border 53A4433 is shown in actual colors on page 2, No. 11.

**WE
PAY THE
POSTAGE**

32 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A433 —SIDEWALL . . . 65c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4433—BORDER 6c
 $\frac{3}{4}$ INCHES WIDE, PER YARD, PREPAID

53A980 —CEILING 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.63
10 x 12 ft.	8	4	2	16	4.40
10 x 14 ft.	8	5	3	17	5.53
12 x 12 ft.	8	5	3	17	5.53
12 x 16 ft.	9	7	4	20	7.43

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29, U.S. Dept of Commerce

This Is the Back of a MASTER ART Sample of

Hacienda

Remindful of Southern California mission walls and desert sands, strikingly relieved with quiet yet luxuriously tinted floral vines. Rich silver and gold color tracteries and decorations emphasize the tasteful subdued richness of color in the heavily embossed pattern. Use this beautiful paper in sun rooms, living rooms, dining rooms or large halls. Its full beauty is best secured by ordering the border and ceiling listed to match. The border, 53A4431, is shown in actual colors on page 2, No. 10.

WE
PAY THE
POSTAGE

35¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A431 —SIDEWALL . . 70c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4431—BORDER . . . 7c
3/4 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

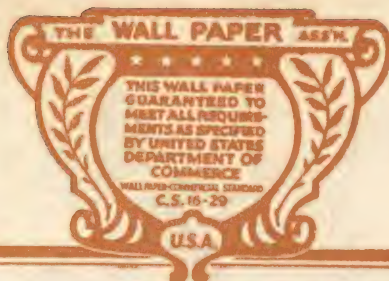
Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.92
10 x 12 ft.	8	4	2	16	4.76
10 x 14 ft.	8	5	3	17	5.95
12 x 12 ft.	8	5	3	17	5.95
12 x 16 ft.	8	7	4	20	7.98

We show a
more com-
plete table on
page 67. Do
not take out
for doors and
windows—
the table al-
lows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Guerdon

(This Pattern Is NOT Ready Trimmed)

Reward of knightly valor, supreme trophy of the tournament, more precious to the youthful contenders than an earldom—guerdon of flowers flung from the hands of a fair maiden! A paper rich and distinctive, with soft floral pattern blurred against a delicate creamy background. A most appropriate name for this fine quality engraved paper, designed by a famous artist. Guerdon will add a distinctive, dignified note to the living room, hall or dining room. Insure the full beauty of the room decoration by including the beautiful blending border 53A3437 (not illustrated) and the matching ceiling.

WE
PAY THE
POSTAGE

32½¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A437 —SIDEWALL . . . 65c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3437—BORDER . . . 7c
5 INCHES WIDE, PER YARD, PREPAID

53A980 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.77
10 x 12 ft.	8	4	2	16	4.56
10 x 14 ft.	8	5	3	17	5.70
12 x 12 ft.	8	5	3	17	5.70
12 x 16 ft.	9	7	4	20	7.63

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.

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FADEPROOF

Conforms to Specifications No. C. S. 16-29, U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

San Diego

(This Pattern Is NOT Ready Trimmed)

The Gothic gray of monastery walls, relieved by pastel tints and enriched by splashes of gold coloring. A rough plaster effect heavily embossed design displaying the season's most popular mode. The up-to-the-minute attractiveness of rough plaster walls at only a fraction of the cost! An extremely effective decoration for living rooms, dining room, halls, etc. Be sure to secure the full value of the room decoration by including an order for the matching border and ceiling listed above. This border is shown in actual colors on page 2, No. 20.

WE
PAY THE
POSTAGE

30¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A905 —SIDEWALL . . . 60c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4905—BORDER . . . 5c

2½ INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.34
10 x 12 ft.	8	4	2	16	4.04
10 x 14 ft.	8	5	3	17	5.11
12 x 12 ft.	8	5	3	17	5.11
12 x 14 ft.	9	7	4	20	6.68

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Peter Pan

The dear delightful story book folk, quaintly sketched in a panoply of bright joyous colors. Here stroll the three plump cinnamon bears! There's Little Boy Blue, blowing lustily on a brand new horn. And, best of all, "the little crooked house," with an enticing, lusciously striped candy chimney. This splendid heavily embossed pattern adds a gayly appropriate decorative touch to the nursery or playroom. The cheery dainty colors will not fade. For the full effectiveness of the Peter Pan pattern include the appropriate nursery border, to be used either at top of room, at baseboard, or at the height of baby's crib. This border is shown in actual colors on page 4.

WE
PAY THE
POSTAGE

27¹/₂¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A429 —SIDEWALL . . . 55c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3429—BORDER . . . 9c
8 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.75
10 x 12 ft.	8	4	2	16	4.44
10 x 14 ft.	8	5	3	17	5.54
12 x 12 ft.	8	5	3	17	5.54
12 x 16 ft.	9	7	4	20	7.33

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29, U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Garden of Eden

Flowers, fruit and foliage in rich colorings, enhanced by golden shadings against a pastel tinted background. This beautiful deeply embossed pattern is appropriate for use in almost any of your rooms. Complete the full beauty of the room decoration by ordering the appropriate border and ceiling designs listed to match. This border is shown in actual colors on page 3, No. 64.

WE
PAY THE
POSTAGE

35¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A427 —SIDEWALL . . . 70c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3427—BORDER . . . 7c
4 INCHES WIDE, PER YARD, PREPAID

53A980 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

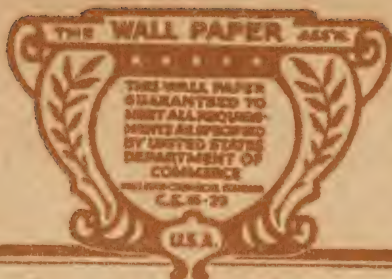
Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.92
10 x 12 ft.	8	4	2	16	4.76
10 x 14 ft.	8	5	3	17	5.95
12 x 12 ft.	8	5	3	17	5.95
12 x 16 ft.	9	7	4	20	7.98

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Blumenlied

Earth sings a litany. A color-song whose notes are in the first delicate flush of spring anemones, creeping up a hill—in the lilting blue of a cornflower field—in the crimson flare of poppies flaunted by a sun-drenched garden at high noon. Nature's aria, the song of the flowers, has been interpreted and developed for us by a foremost German designer. The distinctive flower colors and artistic design combine with the gold flecked and white overlaid neutral gray shaded background to complete a delightful decoration for practically any room in the home. This wall decoration is most effective when completed by the border and ceiling designs listed to match. For actual colors of this border, see 53A4425, page 2, No. 29.

WE
PAY THE
POSTAGE

27 $\frac{1}{2}$ ¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A425 —SIDEWALL . . 55c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4425—BORDER . . . 7c

3 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c

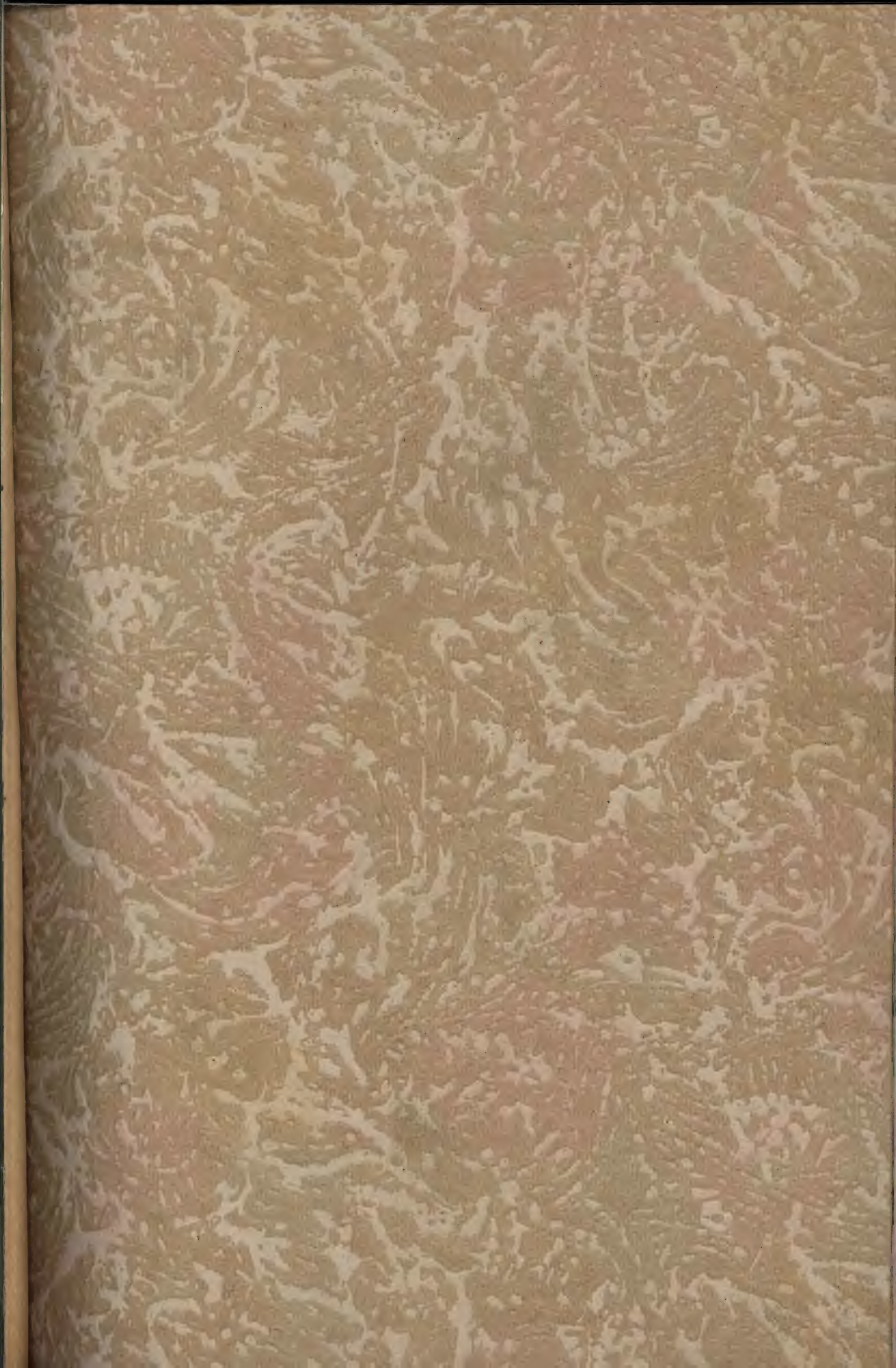
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.47
10 x 12 ft.	8	4	2	16	4.16
10 x 14 ft.	8	5	3	17	5.20
12 x 12 ft.	8	5	3	17	5.20
12 x 16 ft.	9	7	4	20	6.93

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Ruff-Kote

This Paper Is NOT Ready Trimmed

Triumph of the season! The rugged beauty and artistry of modish rough plastered walls at only a fraction of their cost. Pastel tints, reinforced with splashes of gold color, heighten the beauty and effectiveness of this heavily embossed design. RUFF-KOTE is a becoming, up to date wall decoration for living room, parlor, dining room or hall. Its beauty is enhanced by the addition of the ceiling listed to match, and the colorful finishing touch added by border 53A4901, which is similar in design to border 53A4905 (shown in colors on page 2, No. 20) but of somewhat different coloring.

WE
PAY THE
POSTAGE

30¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

OLD ENGLISH TIFFANY

53A901 —SIDEWALL 60c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4901—BORDER 5c
2½ INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

ANTIQUE IVORY TIFFANY (Not Shown)

53A903 —SIDEWALL 60c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4903—BORDER 5c
2½ INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need—
and What It Will Cost per Room

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.34
10 x 12 ft.	8	4	2	16	4.04
10 x 14 ft.	8	5	3	17	5.11
12 x 12 ft.	8	5	3	17	5.11
12 x 16 ft.	9	7	4	20	6.88

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of
Song of Paradise

Jeweled notes from the throat of a vivid-hued bird, breaking golden noon silence. Even the butterflies pause against their screen of dripping gray-green moss. All earth is hushed, listening to the glorious paeon of song...the song of songs...song of paradise. This artistically wrought design is from a foremost Russian studio. The pastel and gold tints of the graceful, delicately traced pattern are lent additional beauty by the gray-white, linen embossed background. Use Song of Paradise in your bedrooms or sun room to bring added artistry and cheer. Be sure to order the beautiful floral border 53A4423 (shown in actual colors on page 2, No. 33); also the appropriate ceiling listed to match.

WE
PAY THE
POSTAGE

25¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A423 —SIDEWALL . . 50c
 PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4423—BORDER . . . 6c
 4 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c
 TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
 and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.18
10 x 12 ft.	8	4	2	16	3.80
10 x 14 ft.	8	5	3	17	4.78
12 x 12 ft.	8	5	3	17	4.78
12 x 16 ft.	9	7	4	20	6.38

Remember, it is always handy to have an extra roll or two on hand for re-pairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Motif Moderne

Symbolical of the modernistic trend in art, this attractive design depicts the artist's conception of ultra modern flora and trellises. Created in a world famous studio from our artist's color sketches, with a sand-gray gold-flecked background that enhances the artistic nature of the wall decoration. Appropriate for any medium or large size room. Be sure to complete the room decoration the most effectively by ordering the ornate floral border 53A3421, shown in actual colors on page 3, No. 41, also the ceiling listed to match.

**WE
PAY THE
POSTAGE**

29¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A421 —SIDEWALL . . . 58c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3421—BORDER . . . 6c

4 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.42
10 x 12 ft.	8	4	2	16	4.12
10 x 14 ft.	8	5	3	17	5.18
12 x 12 ft.	8	5	3	17	5.18
12 x 16 ft.	9	7	4	20	6.94

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Motif Moderne

Symbolical of the modernistic trend in art, this attractive design depicts the artist's conception of ultra modern flora and trellises. Created in a world famous studio from our artist's color sketches, with a sand-gray gold-flecked background that enhances the artistic nature of the wall decoration. Appropriate for any medium or large size room. Be sure to complete the room decoration the most effectively by ordering the ornate floral border 53A3421, shown in actual colors on page 3, No. 41, also the ceiling listed to match.

WE
PAY THE
POSTAGE

29¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A421 —SIDEWALL . . . 58c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3421—BORDER . . . 6c

4 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.42
10 x 12 ft.	8	4	2	16	4.12
10 x 14 ft.	8	5	3	17	5.18
12 x 12 ft.	8	5	3	17	5.18
12 x 16 ft.	9	7	4	20	6.94

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Woodland Melodies

A bower of bright floral beauty, sheltered by velvety foliage and vines, against a Tiffany tinted gold flecked background. This heavily embossed vine tapestry design will lend dignity and beauty to the walls of your larger size rooms. Complete an attractive room decoration by ordering the border and ceiling to match. Border 53A3417 is shown in actual colors on page 2, No. 12.

WE
PAY THE
POSTAGE

30¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A417 —SIDEWALL . . 60c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3417—BORDER . . . 7c

3 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need —
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.62
10 x 12 ft.	8	4	2	16	4.36
10 x 14 ft.	8	5	3	17	5.45
12 x 12 ft.	8	5	3	17	5.45
12 x 16 ft.	9	7	4	20	7.28

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Charm

Blended rainbow tints of garden foliage and jack-o'-lanterns against a white linen embossed background overlaid with satin stripes. An artistic brushed design with softened outlines and color tones. Bedrooms, sun rooms, and small sitting rooms will reflect added beauty and brightness when decorated with this attractive paper. Be sure to include an order for the border and ceiling listed to match. They add the finishing touches of beauty to the room decoration. Border 53A3415 is shown in actual colors on page 2, No. 14.

WE
PAY THE
POSTAGE

24¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A415 —SIDEWALL . . 48c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3415—BORDER . . . 51½c
4 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.05
10 x 12 ft.	8	4	2	16	3.64
10 x 14 ft.	8	5	3	17	4.60
12 x 12 ft.	8	5	3	17	4.60
12 x 16 ft.	9	7	4	20	6.14

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows—
the table al-
lows for that.



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FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Como

A modernistic Italian conception, breathing the spirit of Northern Italy. Developed by a famous designer from our own studio's ideas, this pattern pictures the colorful joyousness of sunny Italy. A heavily pebbled embossed background emphasizes the vivid floral coloring of the diamond panels. Appropriate for living room, dining room, bedroom or halls. The cleverly designed border and the ceiling listed to match are most fitting parts of the room decoration. See Border 53A3413, shown in colors on page 2, No. 9.

**WE
PAY THE
POSTAGE**

27 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A413 —SIDEWALL . . . 55c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3413—BORDER . . . 6c
4 INCHES WIDE, PER YARD, PREPAID

53A980 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need —
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Rooms Complete
8 x 10 ft.	8	3	2	14	\$3.33
10 x 12 ft.	8	4	2	16	4.00
10 x 14 ft.	8	5	3	17	5.03
12 x 12 ft.	8	5	3	17	5.03
12 x 16 ft.	9	7	4	20	6.73

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.



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FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Glowing Vine

Against a gray stone wall, rampant vines thrust upward in graceful sweeps and curves, ablaze with bright floral and leaf coloring. The white overlying network and gold studded background further emphasize the colorful beauty of the heavily embossed pattern. Order this pattern for your living rooms or dining room. Border 53A3411, shown in colors on page 2, No. 13, is an inexpensive essential finishing touch to the room decoration.

**WE
PAY THE
POSTAGE**

27½¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A411 —SIDEWALL . . . 55c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3411—BORDER . . . 6c
CUT-OUT, 5 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.33
10 x 12 ft.	8	4	2	16	4.00
10 x 14 ft.	8	5	3	17	5.03
12 x 12 ft.	8	5	3	17	5.03
12 x 16 ft.	9	7	4	20	6.73

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Floral Basket

A colorful dainty design of the popular flower basket motif, elaborated by a foremost designer from our studio's ideas. The white linen embossed background with its silver satin trellis emphasizes the rich attractive coloring of this dainty bedroom paper. The pretty floral border 53A3409 and the matching ceiling complete a most effective decoration for living rooms, sun room, halls or large bedrooms. The border is illustrated in colors on page 2, No. 24.

WE
PAY THE
POSTAGE

22 $\frac{1}{2}$ ¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A409 —SIDEWALL . . . 45c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3409—BORDER . . . 6 $\frac{1}{2}$ c
CUT-OUT, 4 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need—
and What It Will Cost per Room

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.10
10 x 12 ft.	8	4	2	16	3.68
10 x 14 ft.	8	5	3	17	4.62
12 x 12 ft.	8	5	3	17	4.62
12 x 16 ft.	8	7	4	20	6.13

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Desert Glories

A colorful, richly luxuriant desert oasis or watering place, lone dwelling place of beauty and freshness 'mid sandy desert wastes. This heavily embossed scenic tapestry pattern will lend brightness and cheer to your living room, dining room or hall walls, especially when supplemented by floral border 53A3407 and the ceiling to match. See this border in colors on page 3, No. 37.

WE
PAY THE
POSTAGE

23¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A407 —SIDEWALL . . 46c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3407—BORDER . . . 51½c
5 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.99
10 x 12 ft.	8	4	2	16	3.56
10 x 14 ft.	8	5	3	17	4.50
12 x 12 ft.	8	5	3	17	4.50
12 x 16 ft.	9	7	4	20	6.00

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows —
the table al-
lows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S. Dept of Commerce

This Is the Back of a MASTER ART Sample of
Break o' Morn

Athwart the pastel shades of dawn uprearing vines cast the fragrance of tendrils and daintily colored blossoms in the dew-laden air. This linen embossed creation with its artistically designed background was developed from our studio's sketches by a prominent designer. It will bring added brightness and cheer to bedrooms, sun rooms, small sitting or sewing rooms. The border and ceiling to match complete a beautiful, tasteful room decoration. For the border in colors, see 53A3405, page 3, No. 61.

WE
PAY THE
POSTAGE

27¹/₂¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A405 —SIDEWALL . . . 55c
 PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3405—BORDER . . . 6¹/₂c
 CUT-OUT, 4 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c
 TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
handy to have
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or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.40
10 x 12 ft.	8	4	2	16	4.08
10 x 14 ft.	8	5	3	17	5.12
12 x 12 ft.	8	5	3	17	5.12
12 x 16 ft.	9	7	4	20	6.83

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Leaf Tints

An artistic flower and leafy vine pattern displaying varicolored leaf tints in pleasing fashion. A cream colored background, relieved by gold color dots and a white overlying tracery, affords an effective setting for the red, green, black and tan leaf colorings. This pattern has the moderately rough plaster wall texture of our famous Sero-Tex paper, shown on pages 39 and 44. The border to match displays the wall colorings in stronger tones, and, in combination with the ceiling listed, completes an attractive room decoration. (See 53A4403 Border, page 2, No. 28.)

**WE
PAY THE
POSTAGE**

21¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A403 —SIDEWALL . . 42c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4403—BORDER 6c
3/4 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

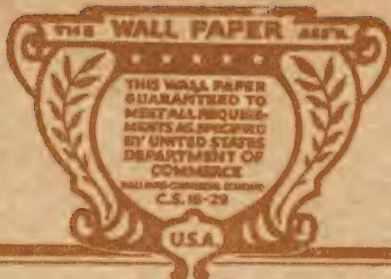
Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.94
10 x 12 ft.	8	4	2	16	3.48
10 x 14 ft.	8	5	3	17	4.38
12 x 12 ft.	8	5	3	17	4.38
12 x 16 ft.	9	7	4	20	5.52

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Jardin De Roi

A most attractive design, developed by a master designer from our studio's sketches, picturing a royal French garden. The rich, delicate floral colorings display unusual beauty against the heavily embossed gray background, flecked with gold and overlaid with a white network. A splendid decoration for living rooms, sun room, halls, dining rooms or as an ornamental panel paper over our rough plaster effect design 53A905, page 12. Order Border 53A4401 and the ceiling listed to match, to obtain the full beauty of the wall decoration. The border is shown in actual colors on page 3, No. 43.

WE
PAY THE
POSTAGE

25¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A401 —SIDEWALL . . 50c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4401 —BORDER . . . 6c
4 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
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or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.18
10 x 12 ft.	8	4	2	16	3.80
10 x 14 ft.	8	5	3	17	4.78
12 x 12 ft.	8	5	3	17	4.78
12 x 16 ft.	9	7	4	20	6.38

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Vines Abloom

Twisting, curving vines, alive with colorful foliage and floral beauty, against a linen embossed background embellished with silvered touches. A dainty, colorful, artistic design for bedrooms or sun rooms. It is accompanied by an appropriate cut-out border 53A3397 which repeats the wall coloring in bolder hues. See this border in colors on page 3, No. 52.

WE
PAY THE
POSTAGE

22¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A397 —SIDEWALL . . 44c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3397—BORDER . . . 6½c

CUT-OUT, 4 INCHES WIDE, PER YARD, PREPAID

53A984 —CEILING . . . 42c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.07
10 x 12 ft.	8	4	2	16	3.64
10 x 14 ft.	8	5	3	17	4.57
12 x 12 ft.	8	5	3	17	4.57
12 x 16 ft.	9	7	4	20	6.06

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Toile De Jour

In this beautiful embossed landscape pattern the artist has cleverly portrayed a theme of human interest. Two-toned and multicolored foliage are harmoniously displayed against a cream colored gold striped background. Use this pattern as a most effective decoration for any good sized room, hall, etc., supplying the finishing touches with Border 53A4395 and the ceiling listed to match. This border is shown in colors on page 2, No. 7.

WE
PAY THE
POSTAGE

21¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A395 —SIDEWALL . . . 42c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4395—BORDER . . . 6c
2½ INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.94
10 x 12 ft.	8	4	2	16	3.48
10 x 14 ft.	8	5	3	17	4.38
12 x 12 ft.	8	5	3	17	4.38
12 x 16 ft.	9	7	4	20	5.82

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29, U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Potomac

Through the leafy vista on the far side of the river the dome of the Capitol rears majestically in the rays of the setting sun. You will enjoy the full pattern of this beautiful embossed landscape design on the walls of any of your larger rooms. Be sure to secure the appropriate, brightly tinged border design to match; also the ceiling listed. This border, 53A3391, is pictured in colors on page 3, No. 39.

WE
PAY THE
POSTAGE

23¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A391 —SIDEWALL . . . 46c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3391—BORDER 6c
5 INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING 42c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$3.06
10 x 12 ft.	8	4	2	16	3.64
10 x 14 ft.	8	5	3	17	4.58
12 x 12 ft.	8	5	3	17	4.58
12 x 16 ft.	9	7	4	20	6.10

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows—
the table al-
lows for that.



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FADEPROOF

Conforms to Specifications No. C.S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Pagliacci

Remindful of the gay passages in the celebrated opera of the same name, this pattern is airy, light, bright and tuneful with its color harmony. The deep embossing emphasizes the quiet, rich coloring of the design with its graceful curves and sweeps. For any room in the home. Border 53A3389 blends perfectly with the wall coloring and is a highly essential inexpensive finishing touch. See page 2, No. 5, for actual border colors.

WE
PAY THE
POSTAGE

21¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long--18 Inches Wide

ORDER BY THESE NUMBERS

53A389 —SIDEWALL . . **42c**
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3389—BORDER . . . **5½c**
¾ INCHES WIDE, PER YARD, PREPAID

53A982 —CEILING . . . **42c**
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
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an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.87
10 x 12 ft.	8	4	2	16	3.40
10 x 14 ft.	8	5	3	17	4.30
12 x 12 ft.	8	5	3	17	4.30
12 x 16 ft.	9	7	4	20	5.72

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows—
the table al-
lows for that.



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FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept of Commerce

This Is the Back of a MASTER ART Sample of

Blossom Time

Bright colorful blossoms in full bloom, effectively displayed against a white silvered background. This artistic design, imported from the studio of a European designer, will add a light, cheerful tone to living room, parlor or hall walls. It is most properly completed by the addition of 53A3387 cut-out border, displayed in actual colors on page 3, No. 51.

WE
PAY THE
POSTAGE

17¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A387 —SIDEWALL . . 34c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3387—BORDER . . . 5½c
CUT-OUT, 4¼ INCHES WIDE, PER YARD, PREPAID

53A364 —CEILING . . . 29c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.37
10 x 12 ft.	8	4	2	16	2.82
10 x 14 ft.	8	5	3	17	3.50
12 x 12 ft.	8	5	3	17	3.50
12 x 16 ft.	9	7	4	20	4.64

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Sans Souci

Carefree floral clusters adorning an ultra-modern trellis, the adaptation by a famous designer of our own studio's sketches. A medley of pleasing color, further emphasized by the neutral toned background with its white and gold tracery. A most appropriate pattern for living rooms, parlor, dining room or hall. Order Border 53A3385 (shown in colors on page 3, No. 50), to obtain the full beauty of the wall pattern.

WE
PAY THE
POSTAGE

18 $\frac{1}{2}$ ¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A385 —SIDEWALL . . 37c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3385—BORDER . . . 5 $\frac{1}{2}$ c

$\frac{3}{4}$ INCHES WIDE, PER YARD, PREPAID

53A386 —CEILING . . . 32c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.32
10 x 12 ft.	8	4	2	16	3.00
10 x 14 ft.	8	5	3	17	3.75
12 x 12 ft.	8	5	3	17	3.75
12 x 16 ft.	9	7	4	20	4.97

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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This Is the Back of a MASTER ART Sample of

Garden Wall

A brilliant panorama of Spring flowers clustered gaily against a snow white wall. Their fragrance fills the air as they fling their tendrils upward toward the sky. An abiding place of bright, colorful beauty. Bedrooms and sun rooms will reflect new beauty and joyous cheer when decorated with this pretty design. Cut-out Border 53A3383 (see page 3, No. 40, for actual colors) adds a beautiful touch of full blooming roses to complete the room decoration.

WE
PAY THE
POSTAGE

16¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A383 —SIDEWALL . . 32c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3383 —BORDER . . . 5c
CUT-OUT, 4¼ INCHES WIDE, PER YARD, PREPAID

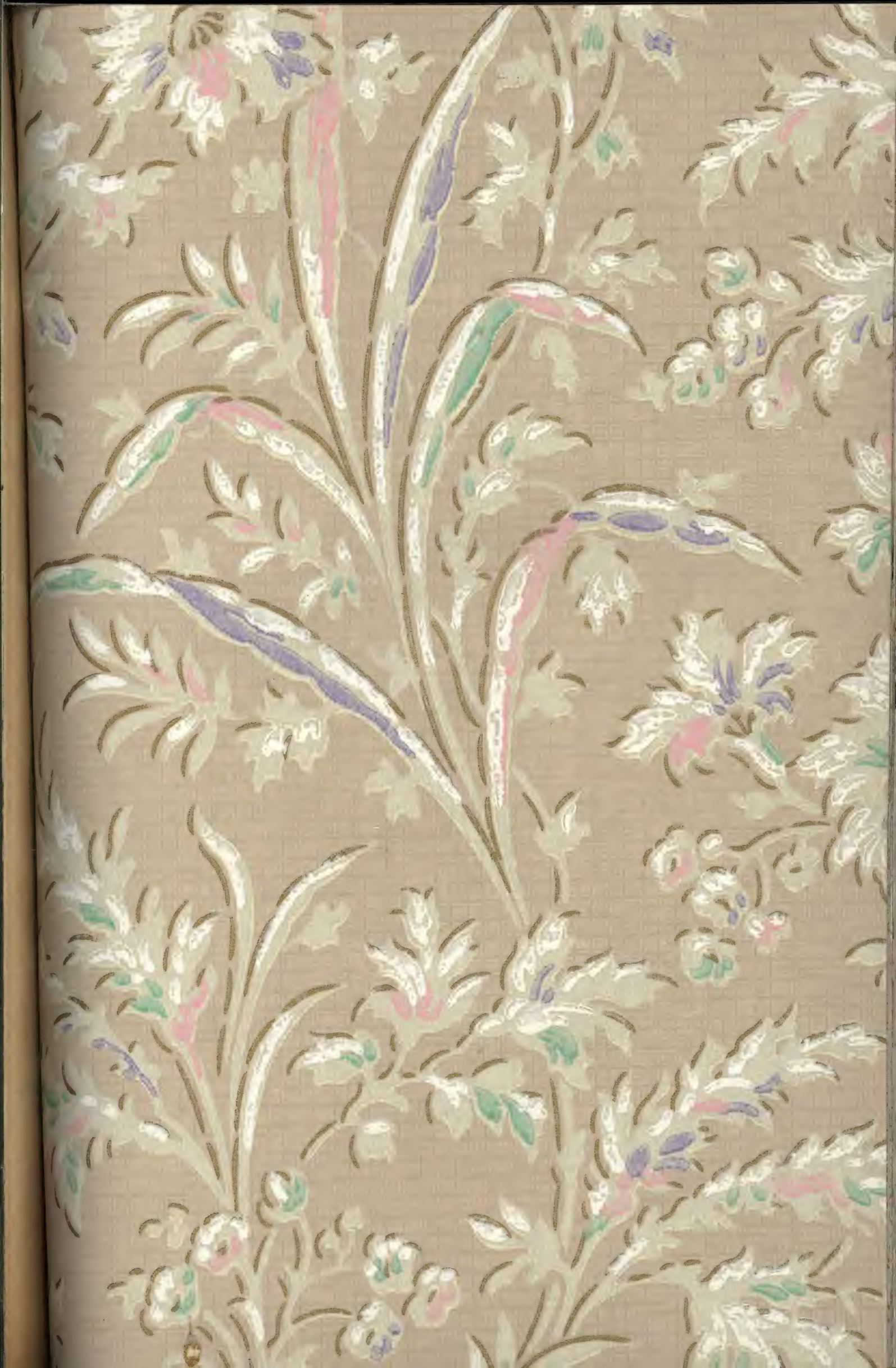
53A384 —CEILING . . . 30c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

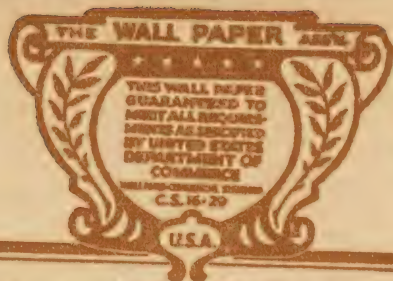
Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.26
10 x 12 ft.	8	4	2	16	2.68
10 x 14 ft.	8	5	3	17	3.35
12 x 12 ft.	8	5	3	17	3.35
12 x 16 ft.	9	7	4	20	4.44

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Pastel Chintz

Pastel-tinted outlined flowers and foliage rise upward in graceful sweeping curves against a darker background of chintz-like texture. Use this attractive pattern for practically any room in the home. Be sure to order the ceiling listed to match, also the colorful border 53A3381, shown in actual colors on page 2, No. 8.

WE
PAY THE
POSTAGE

18¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A381 —SIDEWALL . . 36c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3381—BORDER . . . 4½c
¾ INCHES WIDE, PER YARD, PREPAID

53A382 —CEILING . . . 30c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

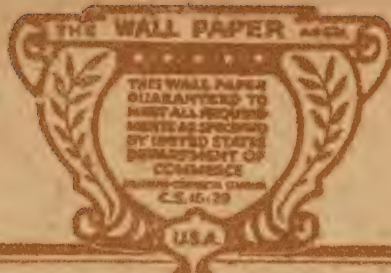
**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

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hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.31
10 x 12 ft.	8	4	2	16	2.76
10 x 14 ft.	8	5	3	17	3.47
12 x 12 ft.	8	5	3	17	3.47
12 x 16 ft.	9	7	4	20	4.62

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows —
the table al-
lows for that.

Certified



FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept of Commerce

This Is the Back of a MASTER ART Sample of

Sero-Tex

This Pattern Is NOT Ready Trimmed

The popular semi-rough plaster wall effect, widely used as an inexpensive attractive substitute for stippled walls. It is a becoming decoration for practically every room in the home, either as an all-over pattern or as a background for large figured panel paper. It is unsurpassed as an artistic setting for pictures and hangings.

Sero-Tex is furnished in gray or tan. (For tan Sero-Tex, see page 44). Include cut-out border 53A2379 in order to properly complete the full beauty of the wall decoration. This border is similar in type to border 53A2371 (shown in colors on page 2, No. 15, or in full size on page 43) except somewhat different in coloring.

**WE
PAY THE
POSTAGE**

16¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A379 —SIDEWALL . . 32c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A2379—BORDER . . . 5c

CUT-OUT, 5½ INCHES WIDE, PER YARD, PREPAID

53A380 —CEILING . . . 30c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

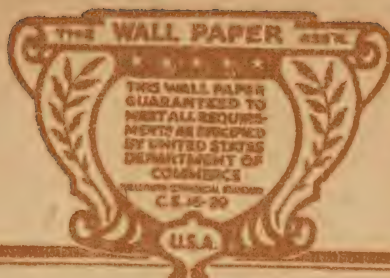
Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.26
10 x 12 ft.	8	4	2	16	2.68
10 x 14 ft.	8	5	3	17	3.35
12 x 12 ft.	8	5	3	17	3.35
12 x 16 ft.	9	7	4	20	4.44

We show a more complete table on page 57. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Tokio

Gala day honoring Kwan-Yin. Silver ringing of twelve-toned bells in the temple place, gleam of lanterns threaded like bright jewels through the mist of cherry blossoms. A pattern of colorful charm for parlor, living room, bedroom or hall walls. Border 53A3377 (see page 3, No. 56, for actual colors) adds stronger tones of the wall colors and completes a most attractive, inexpensive decoration.

**WE
PAY THE
POSTAGE**

16¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A377 —SIDEWALL . . . 32c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3377—BORDER . . . 4½c
¾ INCHES WIDE, PER YARD, PREPAID

53A340 —CEILING . . . 28c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.15
10 x 12 ft.	8	4	2	16	2.56
10 x 14 ft.	8	5	3	17	3.20
12 x 12 ft.	8	5	3	17	3.20
12 x 16 ft.	9	7	4	20	4.26

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Priscilla

Remindful of the quaint charm of a New England garden; a neatly painted white picket fence, in the center a green trimmed gate opening at a touch; a profusion of old fashioned flowers, in bright colors, arrayed in orderly rows. This artistic floral vase pattern effectively displays its attractive coloring against a cream and tan background decorated with gold and silver color touches. A splendid, inexpensive selection for parlor, living rooms, dining room, or hall. Include the pretty floral cut-out border 53A2375, shown in colors on page 3, No. 44, to complete the decoration most suitably. This border has a 1¼-inch binder strip which can be used above base boards, around doors and windows, etc.

**WE
PAY THE
POSTAGE**

15¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A375 —SIDEWALL . . 30c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A2375 —BORDER . . .41½c
CUT-OUT, 6¼ INCHES WIDE, WITH EXTRA 1¼-INCH REMOVABLE
BINDER STRIP, PER YARD, PREPAID

53A376 —CEILING . . . 30c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

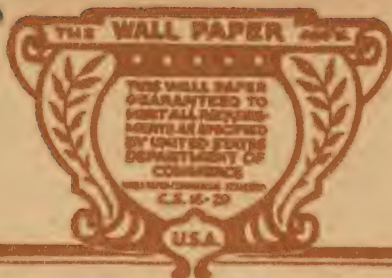
Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.13
10 x 12 ft.	8	4	2	16	2.52
10 x 14 ft.	8	5	3	17	3.17
12 x 12 ft.	8	5	3	17	3.17
12 x 16 ft.	9	7	4	20	4.20

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept of Commerce

This Is the Back of a MASTER ART Sample of

Tamiami

Through the somber Everglades, winding along the famous Tamiami Trail, dense tropical foliage, penetrated at intervals by the searching rays of the sun; cool, quiet, majestic. A most appropriate selection for the living room, parlor or large hall. Border 53A3373 adds a gold and colorful floral touch, tastefully setting off the beauty of the wall decoration. (See this border in colors on page 2, No. 16.)

WE
PAY THE
POSTAGE

16¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A373 —SIDEWALL . . . 32c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3373—BORDER . . . 4½c

4¼ INCHES WIDE, PER YARD, PREPAID

53A374 —CEILING . . . 30c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.19
10 x 12 ft.	8	4	2	16	2.60
10 x 14 ft.	8	5	3	17	3.27
12 x 12 ft.	8	5	3	17	3.27
12 x 16 ft.	9	7	4	20	4.34

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.

Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Sero-Tex

(This Paper Is Not Ready Trimmed)

This semi-rough plaster wall effect bids fair to even surpass this season the great popular favor it won last year. It duplicates the attractiveness of stippled wall finishes at only a fraction of their cost. It is a suitable decoration for practically any room in the home either as an all-over paper or as an appropriate background for large figured panel paper. It offers a splendid setting for pictures and drapes. The matching border 53A2371 is shown immediately in front of this pattern (also in colors on page 2, No. 15). Note the attractive nature of this border and the ease with which it can be removed from the perforated band after pasting.

WE
PAY THE
POSTAGE

16¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A371 —SIDEWALL . . 32c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A2371—BORDER . . . 5c
CUT-OUT, 5/4 INCHES WIDE, PER YARD, PREPAID

53A372 —CEILING . . . 30c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need —
and What It Will Cost per Room**

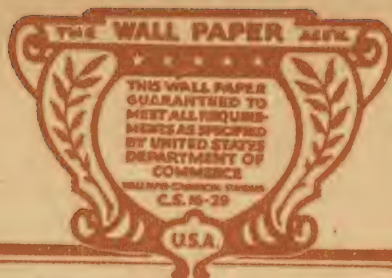
Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Roll, Sidewall	Double Roll, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.26
10 x 12 ft.	8	4	2	16	2.68
10 x 14 ft.	8	5	3	17	3.35
12 x 12 ft.	8	5	3	17	3.35
12 x 16 ft.	9	7	4	20	4.44

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows —
the table al-
lows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Vogue

Another delightful modernistic design developed by a famous designer from our own sketches. The advanced style trellis and the harmony of the design and background tones and tints produce a most attractive pattern, adapted for practically any of your rooms whose effectiveness is heightened by the modernistic border 53A3369 (shown in colors on page 2, No. 25).

**WE
PAY THE
POSTAGE**

17 ¹/₂¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A369 —SIDEWALL . . 35c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3369—BORDER . . . 6c

4 INCHES WIDE, PER YARD, PREPAID

53A370 —CEILING . . . 30c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.49
10 x 12 ft.	8	4	2	16	2.96
10 x 14 ft.	8	5	3	17	3.67
12 x 12 ft.	8	5	3	17	3.67
12 x 16 ft.	9	7	4	20	4.85

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Auld Lang Syne

A beautiful landscape pattern of great artistic merit and possessing an unusual appeal. Scenes of long ago, the old homestead by the top of the winding road, the windmill and well of childhood's days. Complete the attractiveness of this decoration on your parlor, living room or hall walls with the appropriate matching border 53A3367 (shown in colors on page 2, No. 1).

WE
PAY THE
POSTAGE

16¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A367 —SIDEWALL . . 32c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3367—BORDER . . . 5½c

5 INCHES WIDE, PER YARD, PREPAID

53A368 —CEILING . . . 30c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.33
10 x 12 ft.	8	4	2	16	2.76
10 x 14 ft.	8	5	3	17	3.44
12 x 12 ft.	8	5	3	17	3.44
12 x 16 ft.	9	7	4	20	4.54

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Garden Satin

A beautiful satin tapestry style decoration, the rich coloring of the garden's floral beauty showing with softened hues as through a mist. Gold and silver color overlays complete the attractiveness of this appropriate bedroom design. Be sure to order the ceiling listed to match, also the brightly colored floral border 53A3363 (shown in colors on Page 2, No. 30). They finish the room decoration in pleasing fashion at slight added cost.

**WE
PAY THE
POSTAGE**

14¹/₂¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A363 —SIDEWALL . . 29c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3363—BORDER . . . 4¹/₂c

4¹/₂ INCHES WIDE, PER YARD, PREPAID

53A364 —CEILING . . . 29c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.08
10 x 12 ft.	8	4	2	16	2.46
10 x 14 ft.	8	5	3	17	3.09
12 x 12 ft.	8	5	3	17	3.09
12 x 16 ft.	9	7	4	20	4.09

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Tropical Dusk

An effective two-tone design showing in pastel-tinted outline flowering vines and shrubs; in a low hanging branch a bird of Paradise reposes in slumber. A gold stippling adds an attractive decorative touch. Use this pretty pattern for a pleasing decoration for your living room, parlor or hall walls. Its attractiveness is increased by the addition of the ceiling listed to match and the floral border 53A3361, whose bright floral coloring blends perfectly with the wall pattern. This border is shown in colors on page 3, No. 60.

**WE
PAY THE
POSTAGE**

15¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A361 —SIDEWALL . . 30c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3361—BORDER . . . 4½c
5 INCHES WIDE, PER YARD, PREPAID

53A362 —CEILING . . . 25c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.03
10 x 12 ft.	8	4	2	16	2.42
10 x 14 ft.	8	5	3	17	3.02
12 x 12 ft.	8	5	3	17	3.02
12 x 16 ft.	9	7	4	20	4.00

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Daybreak

Dainty little field flowers, white with dew, relieved by a background of rosy dawn hue, gold striped. Completed with the pretty colorful border 53A3357 (shown in colors on page 2, No. 27) and the ceiling listed to match, it makes an attractive inexpensive bedroom or guest room wall decoration. This pattern is also furnished in an attractive pale jade green shade, as listed below.

WE
PAY THE
POSTAGE

13¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

Pink

53A357 —SIDEWALL 26c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3357—BORDER 4c
4½ INCHES WIDE, PER YARD, PREPAID

53A348 —CEILING 25c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

Green

53A359 —SIDEWALL 26c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3359—BORDER 4c
4½ INCHES WIDE, PER YARD, PREPAID

53A350 —CEILING 25c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need—
and What It Will Cost per Room

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.84
10 x 12 ft.	8	4	2	16	2.18
10 x 14 ft.	8	5	3	17	2.73
12 x 12 ft.	8	5	3	17	2.73
12 x 16 ft.	9	7	4	20	3.62

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows —
the table al-
lows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Marseillaise

The colorful spirit of the famous French national anthem is aptly expressed in this modernistic pattern, developed by a famous designer from our studio's sketches. Two-toned shadings and harmoniously colored flowers blend into a most attractive design, highly appropriate for bedroom, parlor, living room, sitting room or hall. The pretty border 53A3355 adds a strikingly effective gold and floral coloring essential to the complete beauty of the decoration. (Shown in actual colors on page 2, No. 26.)

WE
PAY THE
POSTAGE

14¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A355 —SIDEWALL . . 28c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3355—BORDER . . . 4½c
CUT-OUT, ¾ INCHES WIDE, PER YARD, PREPAID

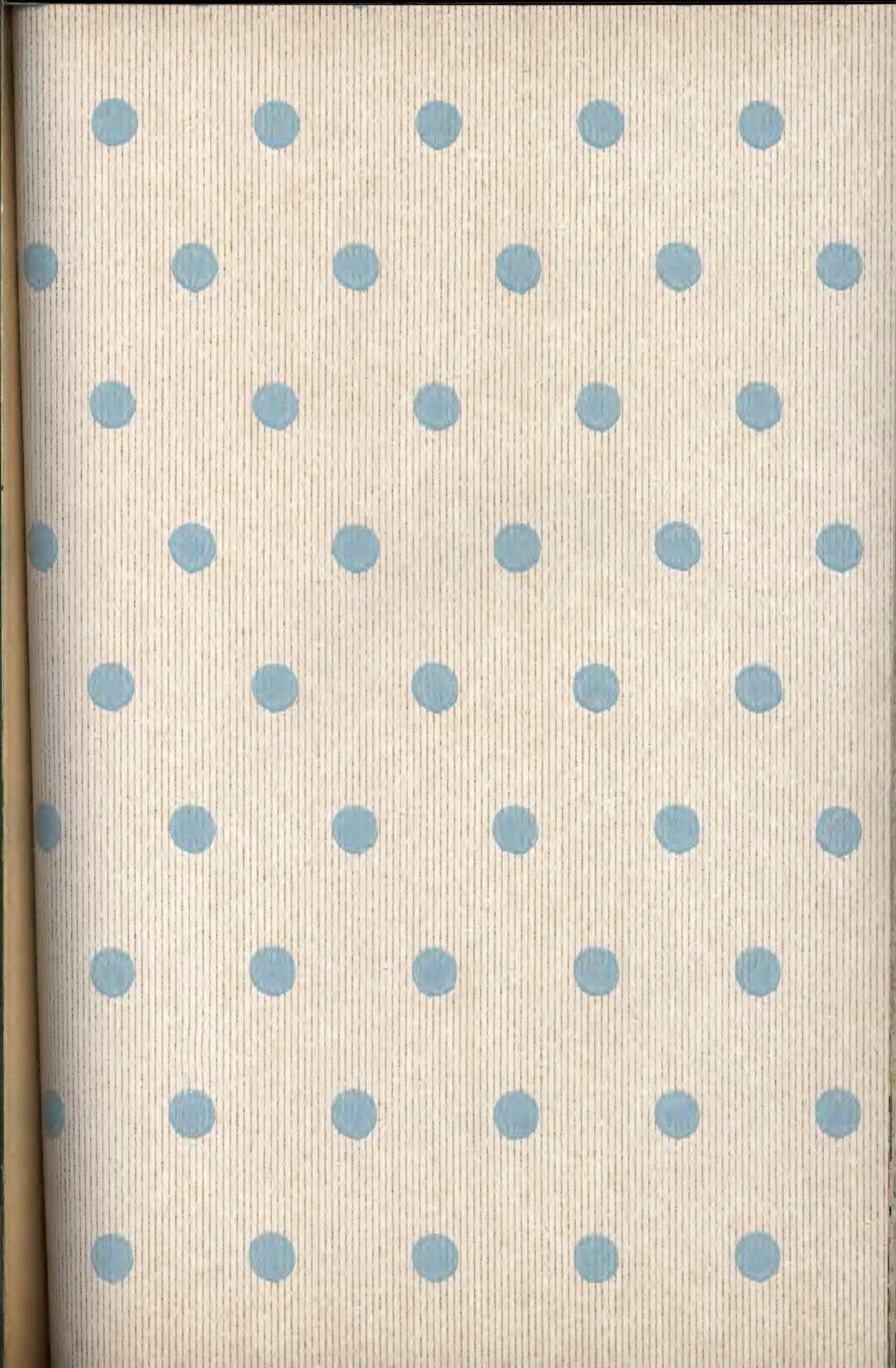
53A356 —CEILING . . . 28c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.03
10 x 12 ft.	8	4	2	16	2.40
10 x 14 ft.	8	5	3	17	3.00
12 x 12 ft.	8	5	3	17	3.00
12 x 16 ft.	9	7	4	20	3.98

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Polka-Dot

An ever popular fabric pattern transformed into a pleasing, effective wall paper design. The cool daintiness of the refreshing blue dot motif is emphasized by a snowy white background reinforced by gold color striping. You will long enjoy this pattern on the walls of your bedrooms or small sitting room. The carefully selected matching ceiling and the pretty floral border 53A3351 (shown in colors on page 3, No. 53) add essential finishing touches to the beauty of the room decoration.

WE
PAY THE
POSTAGE

12 $\frac{1}{2}$ ¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

BLUE

53A351 — SIDEWALL 25c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3351 — BORDER 4 $\frac{1}{2}$ c
CUT-OUT, $\frac{3}{4}$ INCHES WIDE, PER YARD, PREPAID

53A352 — CEILING 25c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

PALE GREEN (Not Shown)

53A349 — SIDEWALL 25c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3349 — BORDER 4 $\frac{1}{2}$ c
CUT-OUT, $\frac{3}{4}$ INCHES WIDE, PER YARD, PREPAID

53A350 — CEILING 25c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

PINK (Not Shown)

53A347 — SIDEWALL 25c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3347 — BORDER 4 $\frac{1}{2}$ c
CUT-OUT, $\frac{3}{4}$ INCHES WIDE, PER YARD, PREPAID

53A348 — CEILING 25c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need— and What It Will Cost per Room

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.88
10 x 12 ft.	8	4	2	16	2.22
10 x 14 ft.	8	5	3	17	2.77
12 x 12 ft.	8	5	3	17	2.77
12 x 16 ft.	9	7	4	20	3.65

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows —
the table al-
lows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Neapolitan

Olive vineyards cover the slopes of the rugged coast line; in the distance the dazzling blue of the Bay of Naples. This highly modernistic pattern is a renowned designer's interpretation of our studio's sketches and deftly suggests Southern Italian art and coloring. A delightful, inexpensive pattern for living room, bedrooms, parlor, dining room or hall. The ceiling listed to match and the ornate floral border 53A3345 (see page 3, No. 62), are vital finishing touches of beauty in the complete decoration.

WE
PAY THE
POSTAGE

14¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A345 —SIDEWALL . . . 28c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3345—BORDER . . . 4c

4 INCHES WIDE, PER YARD, PREPAID

53A346 —CEILING . . . 28c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

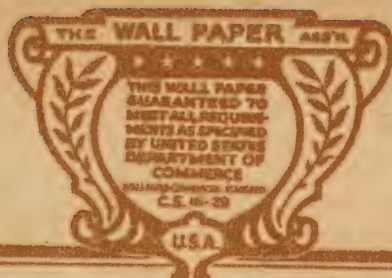
Remember,
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or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.96
10 x 12 ft.	8	4	2	16	2.32
10 x 14 ft.	8	5	3	17	2.92
12 x 12 ft.	8	5	3	17	2.92
12 x 16 ft.	9	7	4	20	3.88

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept of Commerce

This Is the Back of a MASTER ART Sample of

Erin

Reflecting the coloring and bright joyousness of the Emerald Isle, as expressed in "Tipperary" and other colorful topical songs of the day. An inexpensive attractive pattern for practically any room in the home. You'll want the blending ceiling listed to match, also the cheery border 53A3343 (shown in colors on page 2, No. 31). They add a vital finishing touch to the completed decoration at small expense.

**WE
PAY THE
POSTAGE**

13¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A343 -SIDEWALL . . . 26c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3343-BORDER . . . 4c
4 INCHES WIDE, PER YARD, PREPAID

53A344 -CEILING . . . 26c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.86
10 x 12 ft.	8	4	2	16	2.20
10 x 14 ft.	8	5	3	17	2.76
12 x 12 ft.	8	5	3	17	2.76
12 x 16 ft.	9	7	4	20	3.66

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Rose Cluster

Dainty, colorful rose clusters with gold tipped foliage enlivening the gray background. An attractive inexpensive design for almost any of your rooms. The rich gold and floral colored border 53A3341 (shown in actual colors on page 2, No. 2) blends perfectly with the wall decoration and is a practically indispensable finishing touch of beauty.

WE
PAY THE
POSTAGE

14¢

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53A3341—BORDER . . . 4½c

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53A342 —CEILING . . . 28c

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**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

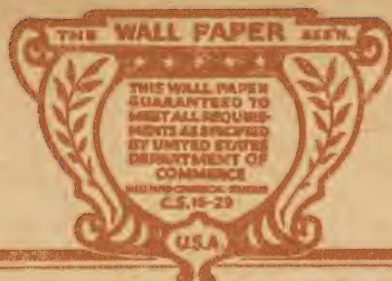
Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.03
10 x 12 ft.	8	4	2	16	2.40
10 x 14 ft.	8	5	3	17	3.00
12 x 12 ft.	8	5	3	17	3.00
12 x 16 ft.	9	7	4	20	3.98

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



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FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Leaf Shadows

Leafy foliage with pretty floral clusters, strongly tinted leaves relieved by leaf shadows of blue and gray-white; a background of white sprinkled with gold color dots. The dainty colors and shadow tones merge into a most attractive pattern, yet an inexpensive one. Highly suitable for living rooms, parlor, dining room or hall. Be sure to order the floral border 53A3339 (shown in colors on page 2, No. 23) and the appropriate ceiling listed to match.

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14¢

WE
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FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A339 —SIDEWALL . . 28c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3339—BORDER . . . 4c
5 INCHES WIDE, PER YARD, PREPAID

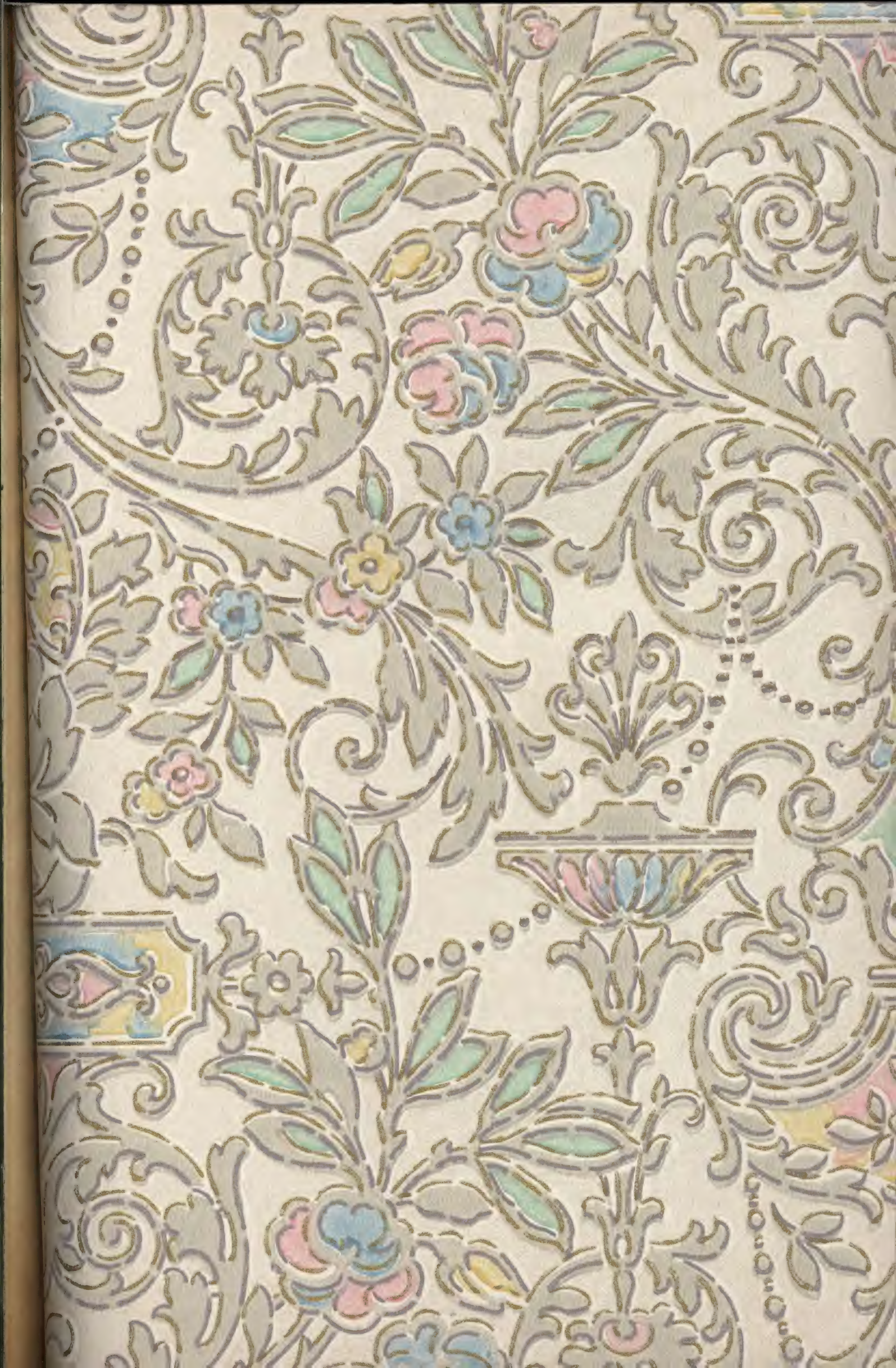
53A340 —CEILING . . . 28c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.96
10 x 12 ft.	8	4	2	16	2.32
10 x 14 ft.	8	5	3	17	2.92
12 x 12 ft.	8	5	3	17	2.92
12 x 16 ft.	9	7	4	20	3.88

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C. S. 16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Heraldic

Remindful of the coat of arms or insignia of early English feudalism, "when knights were bold and warriors held their sway." A silver satin background, supplemented by pastel floral tints and gold color outlining, completes an attractive inexpensive pattern for the living rooms, parlor, dining room or hall. Border 53A2337 (shown in colors on page 2, No. 18) adds a harmonizing color touch most appropriate in the complete room decoration.

WE
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POSTAGE

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WE
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FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A337 —SIDEWALL . . . 28c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A2337—BORDER . . . 4½c
CUT-OUT, 5½ INCHES WIDE, PER YARD, PREPAID

53A338 —CEILING . . . 28c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need—
and What It Will Cost per Room

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.03
10 x 12 ft.	8	4	2	16	2.40
10 x 14 ft.	8	5	3	17	3.00
12 x 12 ft.	8	5	3	17	3.00
12 x 16 ft.	9	7	4	20	3.98

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Rambler Chintz

An attractive two-tone flowering vine design, with outlined shadows and floral colorings in harmonious accord with the gray-tan linen effect background. This artistic inexpensive pattern is adapted for practically any room in the home. Cut-out border 53A3335 (shown in colors on page 3, No. 42) adds a bit of bold coloring which completes the effectiveness of the wall decoration.

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FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A335 —SIDEWALL . . 26c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3335—BORDER . . . 4½c

CUT-OUT. 5 INCHES WIDE, PER YARD, PREPAID

53A336 —CEILING . . . 26c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.93
10 x 12 ft.	8	4	2	16	2.28
10 x 14 ft.	8	5	3	17	2.85
12 x 12 ft.	8	5	3	17	2.85
12 x 16 ft.	9	7	4	20	3.76

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Diamond Spray

As quaintly charming as an old fashioned bouquet, ruffled and lavender scented, beribboned tribute to the sprightly grace of a crinolined belle. Demurely colorful posy sprigs framed in attractive diamond panels. An unusually charming inexpensive pattern for bedrooms, small sitting rooms or alcoves. The dainty cut-out floral and silver border 53A3333 (shown in colors on page 2, No. 19) blends harmoniously with the wall design and is an essential inexpensive finishing touch to the room decoration.

WE
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POSTAGE

12 $\frac{1}{2}$ ^c

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A333 —SIDEWALL . . 25c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3333—BORDER . . . 4 $\frac{1}{2}$ c

CUT-OUT, $\frac{3}{4}$ INCHES WIDE, PER YARD, PREPAID

53A330 —CEILING . . . 25c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.88
10 x 12 ft.	8	4	2	16	2.22
10 x 14 ft.	8	5	3	17	2.77
12 x 12 ft.	8	5	3	17	2.77
12 x 16 ft.	9	7	4	20	3.65

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Floral Spray

A popular large open type bedroom pattern displaying floral sprays of delicate, vivid colorings against a bright white background etched with silvered reflections of the green foliage of the pattern. The pretty floral cut-out border 53A3329 (shown in colors on page 2, No. 6) is in perfect harmony with the wall coloring and should be made a part of the completed room decoration.

**WE
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POSTAGE**

12 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A329 —SIDEWALL . . . 25c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3329—BORDER . . . 4 $\frac{1}{2}$ c
CUT-OUT, $\frac{3}{4}$ INCHES WIDE, PER YARD. PREPAID

53A330 —CEILING . . . 25c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need— and What It Will Cost per Room

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.88
10 x 12 ft.	8	4	2	16	2.22
10 x 14 ft.	8	5	3	17	2.77
12 x 12 ft.	8	5	3	17	2.77
12 x 16 ft.	9	7	4	20	3.65

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



EASY TO HANG

GROUND
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Wall Papers

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TRIMMED

This Is the Back of a VALUE-PLUS Sample of

Floral Two-Tone

A Tiffany-tone flower and leaf design relieved by a gold striped background and colorful dot clusters. This suitable selection for bedrooms, dining room, parlor or living rooms is lent increased attractiveness by the inexpensive addition of the pretty floral cut-out border 53A3325 (shown in colors on page 3, No. 38). An appropriate ceiling is also listed to match.

This pattern is printed on grounded paper, a feature not usually found in moderately priced papers. It is furnished Ready Trimmed, our exclusive feature, which makes it Easy to Hang. For even greater values, see our Certified Wall Papers, shown on pages 6 to 62.

WE
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POSTAGE

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FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A325 —SIDEWALL . . 20c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3325 —BORDER . . . 31½c
CUT-OUT, 4½ INCHES WIDE, PER YARD, PREPAID

53A316 —CEILING . . . 20c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.49
10 x 12 ft.	8	4	2	16	1.76
10 x 14 ft.	8	5	3	17	2.20
12 x 12 ft.	8	5	3	17	2.20
12 x 16 ft.	9	7	4	20	2.90

We show a
more com-
plete table on
page 87. Do
not take out
for doors and
windows—
the table al-
lows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Leafy Wall

A garden wall, completely hidden by a screen of shaded and outlined leaves, enlivened by colorful floral clusters. An ever popular inexpensive pattern for bedrooms, small sitting rooms or halls. The floral cut-out border, 53A3323 (shown in actual colors on page 3, No. 34), completes an attractive, low priced room decoration.

Leafy Wall is given a thorough ground coat before the color design is applied. This is a feature usually found elsewhere only on considerably higher priced designs. It is furnished with the Ready Trimmed feature, our exclusive patent, making the paper Easy to Hang. The extra value we offer in even our inexpensive Wall Papers has made us the World's Largest Wall Paper Store.

**WE
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POSTAGE**

10¢

**WE
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FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A323 —SIDEWALL . . 20c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3323—BORDER . . . 3½c
CUT-OUT, 5¼ INCHES WIDE, PER YARD, PREPAID

53A312 —CEILING . . . 15c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember,
it is always
handy to have
an extra roll
or two on
hand for re-
pairing or
patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.39
10 x 12 ft.	8	4	2	16	1.66
10 x 14 ft.	8	5	3	17	2.05
12 x 12 ft.	8	5	3	17	2.05
12 x 16 ft.	8	7	4	20	2.70

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Umber Tone

A quiet, attractive leaf and flower pattern in a two-tone effect, remindful of Nature's late autumn covering. Cross stripes and gold color dot outlining complete the effectiveness of the decoration. This design is very appropriate for your parlor, living room, dining room, kitchen or hall. Add the floral cut-out border, 53A2321 (shown in colors on page 2, No. 21), and the ceiling listed to match, to complete the room decoration most suitably at a small added cost.

This design has been given a complete ground coat before the color design is applied. This feature insures longer lived coloring than ordinary. Our patented Ready Trimmed feature makes this paper **Easy to Hang**. Only in our Certified Wall Papers, pages 6 to 62, will you find any greater values.

**WE
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POSTAGE**

10 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A321 —SIDEWALL . . . 21c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A2321—BORDER . . . 3 $\frac{1}{2}$ c
CUT-OUT, $7\frac{1}{4}$ INCHES WIDE, PER YARD, PREPAID

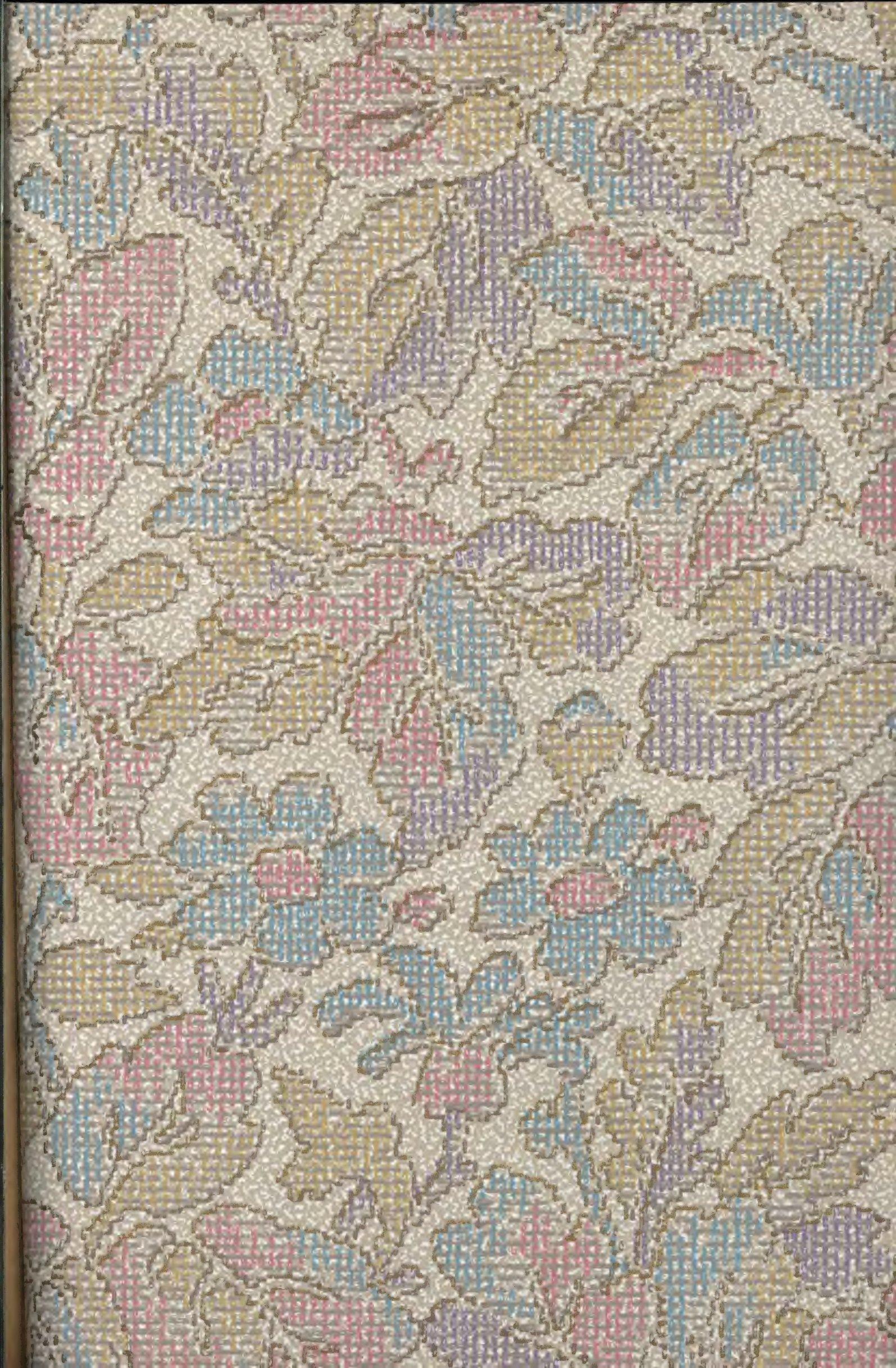
53A322 —CEILING . . . 21c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.54
10 x 12 ft.	8	4	2	16	1.82
10 x 14 ft.	8	5	3	17	2.28
12 x 12 ft.	8	5	3	17	2.28
12 x 16 ft.	9	7	4	20	3.01

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Leaf Cluster

Clusters of leaves, daintily colored in pastel tints and outlined in gold color. An artistic inexpensive pattern for the parlor, living rooms or hall. The strongly tinted floral cut-out border, 53A2319 (shown in colors on page 2, No. 22), and the ceiling listed to match are harmonious completing features in the room decoration.

This design has been given a complete ground coat before the color design is applied. This insures longer life to the delicate coloring. It is furnished with our exclusive Ready Trimmed feature, too, making it Easy to Hang. These splendid features make even our lower priced papers exceptional values. We LEAD in Wall Paper Style, Quality and Value.

**WE
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POSTAGE**

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**WE
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FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A319 —SIDEWALL . . . 20c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A2319—BORDER . . . 3½c
CUT-OUT, 7¼ INCHES WIDE, PER YARD, PREPAID

53A312 —CEILING . . . 15c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.39
10 x 12 ft.	8	4	2	16	1.66
10 x 14 ft.	8	5	3	17	2.05
12 x 12 ft.	8	5	3	17	2.05
12 x 16 ft.	9	7	4	20	2.70

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Rose Bower

Floral stripes and shaded tinted rules; with a cleverly conceived oval mirror or pier glass motif adding a touch of silver and gold to the decoration. A particularly appropriate design for the bedrooms. Be sure to include the ornate cut-out floral border 53A3317 (shown in actual colors on page 3, No. 49) and the ceiling listed to match, as inexpensive essential finishing touches to the room decoration.

ROSE BOWER is a grounded paper, insuring longer life to the dainty coloring. It is Ready Trimmed, an exclusive Sears-Roebuck feature which makes the paper Easy to Hang. Only in our Certified Wall Papers, see pages 6 to 62, will you find greater wall paper values.

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**WE
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FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A317 —SIDEWALL . . . 20c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3317—BORDER . . . 3½c
CUT-OUT, 5¼ INCHES WIDE, PER YARD, PREPAID

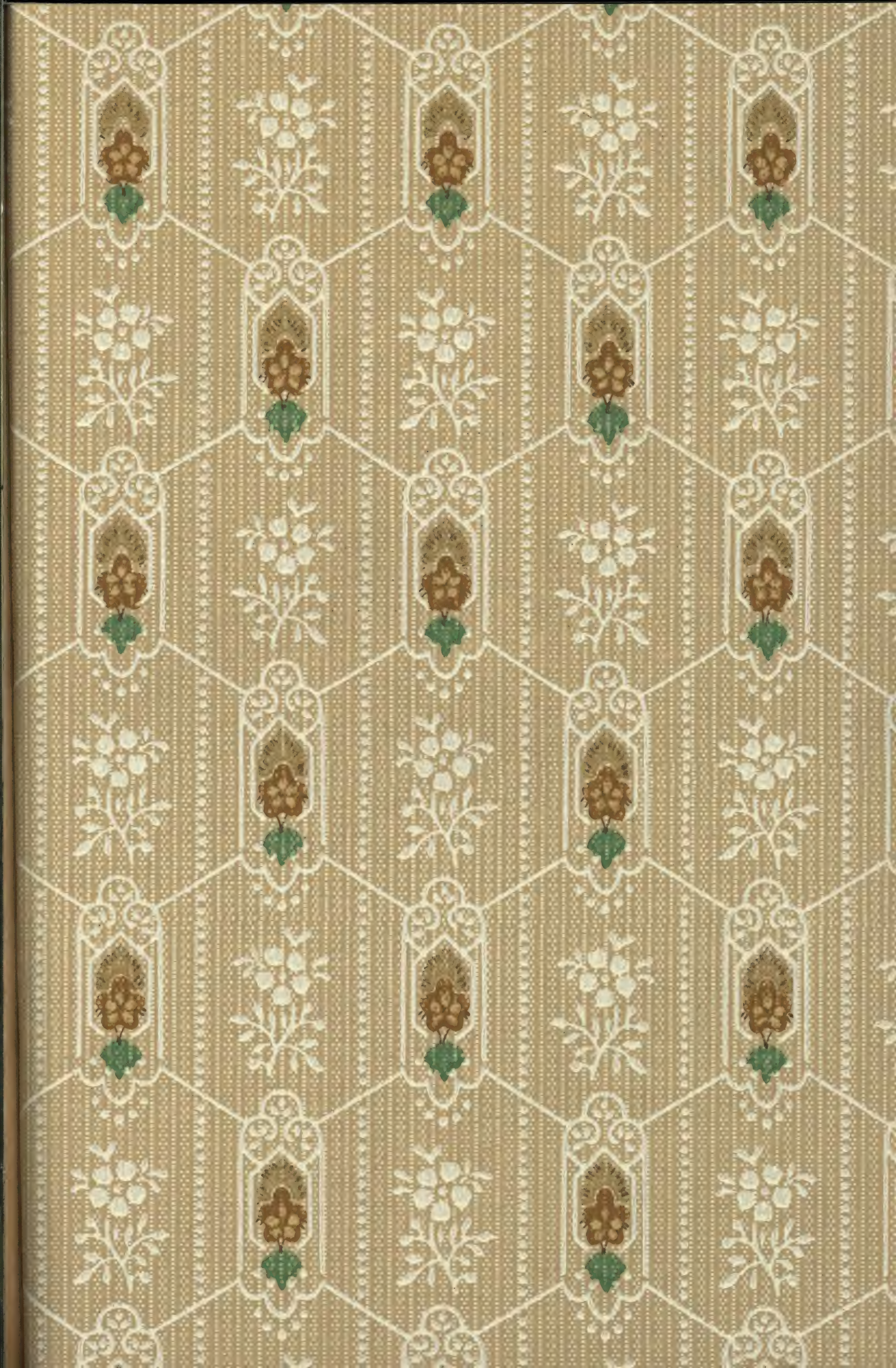
53A318 —CEILING . . . 20c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.49
10 x 12 ft.	8	4	2	16	1.76
10 x 14 ft.	8	5	3	17	2.20
12 x 12 ft.	8	5	3	17	2.20
12 x 16 ft.	9	7	4	20	2.90

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Lace Medallion

An attractive inexpensive stripe and block lace design, with a tan color background relieved by white tracery, the medallion proper in floral brown and green, topped with gold coloring. An appropriate design for any of your rooms. The floral landscape Border 53A3315 (shown in actual colors on page 3, No. 35) and the blending ceiling listed to match complete a low priced tasteful room decoration.

This paper has been given a thorough ground coat, making the color design long lived. This is a feature usually found only on higher priced papers. Being Ready Trimmed, an exclusive Sears, Roebuck and Co. feature, it is Easy to Hang. The World's Largest Wall Paper Store offers the World's Biggest Wall Paper Values!

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FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

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53A315 —SIDEWALL . . 20c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3315—BORDER . . . 3c

4¼ INCHES WIDE, PER YARD, PREPAID

53A316 —CEILING . . . 20c

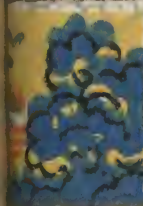
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.42
10 x 12 ft.	8	4	2	16	1.68
10 x 14 ft.	8	5	3	17	2.11
12 x 12 ft.	8	5	3	17	2.11
12 x 16 ft.	9	7	4	20	2.80

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of
The Amsterdam

An attractive tile effect pattern enlivened by attractive little landscape scenes in warm colorings. An excellent choice for your kitchen, pantry or bathroom walls. The specially designed landscape Border 53A3313 (shown in actual colors on page 3, No. 46) duplicates the wall scenes on a larger scale and is a necessary inexpensive finishing touch to the room decoration.

We are the only mail order house that furnishes all low-priced papers completely ground coated! This feature, usually found elsewhere only on higher priced papers, adds much to the life of the color design. Our Ready Trimmed feature, our exclusive patented method, makes our paper Easy to Hang. For even greater values, however, see our Certified Wall Papers, pages 6 to 62.

**WE
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POSTAGE**

9¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A313 —SIDEWALL . . 18c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3313—BORDER . . . 3c
5 INCHES WIDE, PER YARD, PREPAID

53A314 —CEILING . . . 18c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost Per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.32
10 x 12 ft.	8	4	2	16	1.56
10 x 14 ft.	8	5	3	17	1.95
12 x 12 ft.	8	5	3	17	1.95
12 x 16 ft.	9	7	4	20	2.58

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED.**

This Is the Back of a VALUE-PLUS Sample of

Rose Haven

What prettier refuge for the feathered songsters than this beautiful rose laden arbor? Wavy silvered lines and reflected foliage relieve the gray background. The gorgeous floral cut-out Border 53A3311 (shown in actual colors on page 3, No. 59) has been specially designed to match the wall pattern and, in combination with the ceiling listed to match, completes an inexpensive highly attractive room decoration suitable for practically every room in the home.

This paper has been given a thorough ground coat, making the delicate coloring unusually long lived. The Ready Trimmed feature, our exclusive patented method, makes the paper Easy to Hang. Nowhere else will you find wall paper of similar quality, containing so many points of superiority, at such low prices.

**WE
PAY THE
POSTAGE**

8 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A311 —SIDEWALL . . . 17c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3311—BORDER . . . 3 $\frac{1}{2}$ c

CUT-OUT, $\frac{3}{4}$ INCHES WIDE, PER YARD, PREPAID

53A312 —CEILING . . . 15c

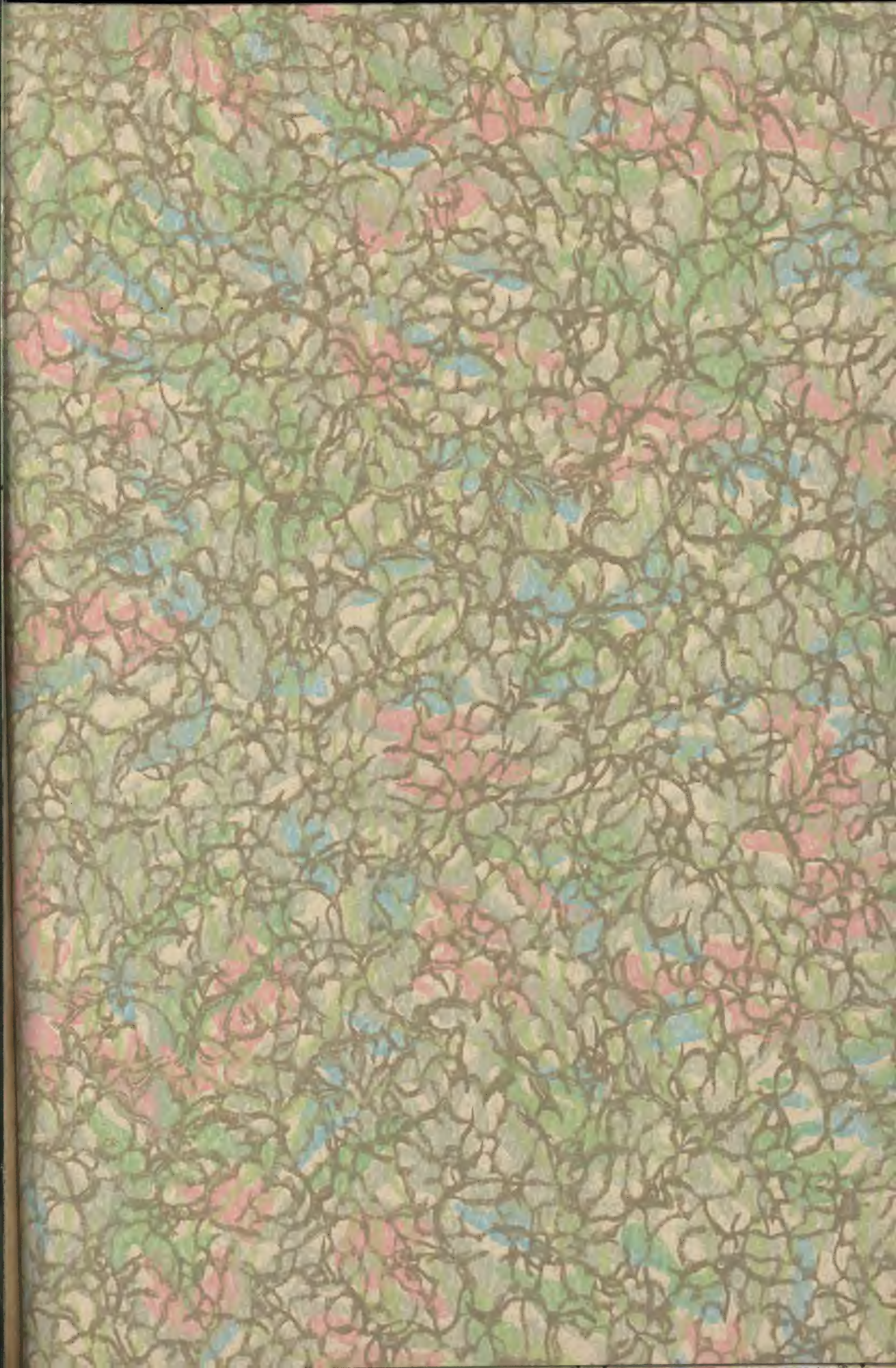
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need— and What It Will Cost per Room

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.30
10 x 12 ft.	8	4	2	16	1.54
10 x 14 ft.	8	5	3	17	1.90
12 x 12 ft.	8	5	3	17	1.90
12 x 16 ft.	9	7	4	20	2.49

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Mother O'Granite

Multi-colored tones of granite tints, attractive, inexpensive and suitable for practically any room in the home. The rich floral cut-out Border 53A3309 (shown in actual colors on page 3, No. 45) displays the wall tints in stronger tones and, together with the ceiling listed to match, adds a most worth while addition to the completed room decoration.

This is a grounded pattern, the paper being given a thorough ground coat before the color design is applied, insuring longer life to the colors. This feature, usually found elsewhere only on higher priced papers, is supplemented by our patented Ready Trimmed method, making the paper Easy to Hang. See our Certified Wall Papers, pages 6 to 62, for even bigger values.

**WE
PAY THE
POSTAGE**

7 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A309 —SIDEWALL . . . 15c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3309—BORDER . . . 3 $\frac{1}{2}$ c

CUT-OUT, 5 $\frac{1}{4}$ INCHES WIDE, PER YARD, PREPAID

53A310 —CEILING . . . 15c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.24
10 x 12 ft.	8	4	2	16	1.46
10 x 14 ft.	8	5	3	17	1.80
12 x 12 ft.	8	5	3	17	1.80
12 x 16 ft.	9	7	4	20	2.35

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Foliage Sprays

Prettily tinted foliage with its shadowy reflections in bold relief against a white background overlaid with a silvery tracery. This attractive low priced design is suitable for nearly any room in the home. The rich floral cut-out border 53A3307 (shown in actual colors on page 3, No. 57) combines with the ceiling listed to match completes a dainty colorful room decoration at little cost.

This paper has been thoroughly ground coated before the color design is applied, securing long life to the delicate coloring. Our Ready Trimmed feature, an exclusive patented method, makes the paper Easy to Hang. Nowhere else will you find as many features of excellence in papers sold at these low prices.

**WE
PAY THE
POSTAGE**

9¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A307 —SIDEWALL . . . 18c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3307—BORDER . . . 3½c

CUT-OUT, 5½ INCHES WIDE, PER YARD, PREPAID

53A308 —CEILING . . . 18c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.39
10 x 12 ft.	8	4	2	16	1.64
10 x 14 ft.	8	5	3	17	2.03
12 x 12 ft.	8	5	3	17	2.03
12 x 16 ft.	9	7	4	20	2.68

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

ROSE COVERT

A leafy screen of dense foliage, enlivened by full bloom roses and dainty little blue flowers. This colorful inexpensive pattern is appropriate for your bedrooms, small sitting or sewing room or halls. The floral cut-out border 53A3303 (displayed in colors on page 3, No. 36) and the delicately figured ceiling listed to match are attractive finishing touches you cannot afford to leave out of the completed room decoration.

Only in our Certified Wall Papers (see pages 6 to 62) will you find any greater values in wall paper. We ground even our lowest priced papers and furnish them Ready Trimmed.

**WE
PAY THE
POSTAGE**

6¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A303 —SIDEWALL . . . 12c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3303—BORDER 3c

CUT-OUT, 5¼ INCHES WIDE, PER YARD, PREPAID

53A304 —CEILING 12c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$1.02
10 x 12 ft.	8	4	2	16	1.20
10 x 14 ft.	8	5	3	17	1.47
12 x 12 ft.	8	5	3	17	1.47
12 x 16 ft.	9	7	4	20	1.92

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



EASY TO HANG

GROUND
COATED

VALUE-PLUS
Wall Papers

READY
TRIMMED

This Is the Back of a VALUE-PLUS Sample of

DEFIANCE

Nowhere else will you find equal value in Wall Paper! This pretty shaded leaf pattern is a fitting example of the amazing low prices at which we sell good Wall Paper. This is a grounded paper, furnished with our patented Ready Trimmed feature. Completed with the floral border 53A3301 (for colors see page 3, No. 58) and the blending ceiling. It makes a neat low priced room decoration. Our somewhat higher priced Certified Wall Paper designs (listed on pages 6 to 62) of course offer even greater values and a wide choice of exclusive, artistic designs. We LEAD in Wall Paper Style, Quality and Value.

WE
PAY THE
POSTAGE

4¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A301 —SIDEWALL . . . 8c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A3301—BORDER . . . 2½c
5 INCHES WIDE, PER YARD, PREPAID

53A302 —CEILING 8c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$0.75
10 x 12 ft.	8	4	2	16	.88
10 x 14 ft.	8	5	3	17	1.06
12 x 12 ft.	8	5	3	17	1.06
12 x 16 ft.	9	7	4	20	1.38

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.





Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Tulip Time

**This Paper Is Varnish Coated
Varnish Coated Paper Is Easy to Clean**

Tulip time in Holland! A dainty colorful floral central theme with an unusual attractive tan background of geometric design. You will long appreciate the cleanliness and beauty this pattern brings to your kitchen or bathroom walls. The glossy varnished surface is easily cleaned with a damp cloth, restoring the paper to its original bright hues. Border design 53A5935 (not illustrated) repeats the wall tones in stronger hues and is an important inexpensive finishing touch to the room decoration. Varnished tile patterns are furnished untrimmed.

**WE
PAY THE
POSTAGE**

22 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A935 —SIDEWALL . . 45c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A5935 —BORDER . . . 4c

3 $\frac{1}{4}$ INCHES WIDE, PER YARD, PREPAID

53A936 —CEILING . . . 36c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

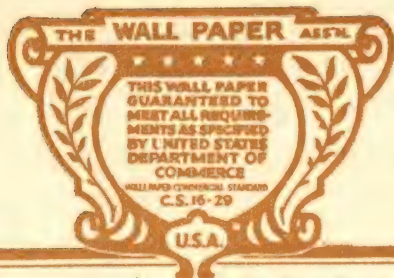
**How Much Wall Paper You Will Need —
and What It Will Cost per Room**

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.63
10 x 12 ft.	8	4	2	16	3.16
10 x 14 ft.	8	5	3	17	4.01
12 x 12 ft.	8	5	3	17	4.01
12 x 16 ft.	9	7	4	20	5.39

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows — the table allows for that.





Conforms to Specifications No. C.S.16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of
Aquamarine

**This Paper is Varnish Coated
Varnish Coated Paper Is Easy to Clean**

The attractive pale transparent green of ocean waters effectively contrasted with the mellowness of soft tan, and wrought into a pleasing tile design. For cleanliness, attractiveness and long wear, this pattern is a most happy selection. Its brilliant varnished surface is easily kept clean by occasionally wiping with a damp cloth to remove dust. Aquamarine is suitable for kitchen or bathroom, where it adds a gracefully colorful touch. Ceiling design 53A932 and the colorful border design 53A4933 are inexpensive final notes of beauty the completed room decoration demands. Varnished tile patterns are furnished untrimmed.

**WE
PAY THE
POSTAGE**

18¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A933 —SIDEWALL . . 36c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4933—BORDER . . . 4c
3¼ INCHES WIDE, PER YARD, PREPAID

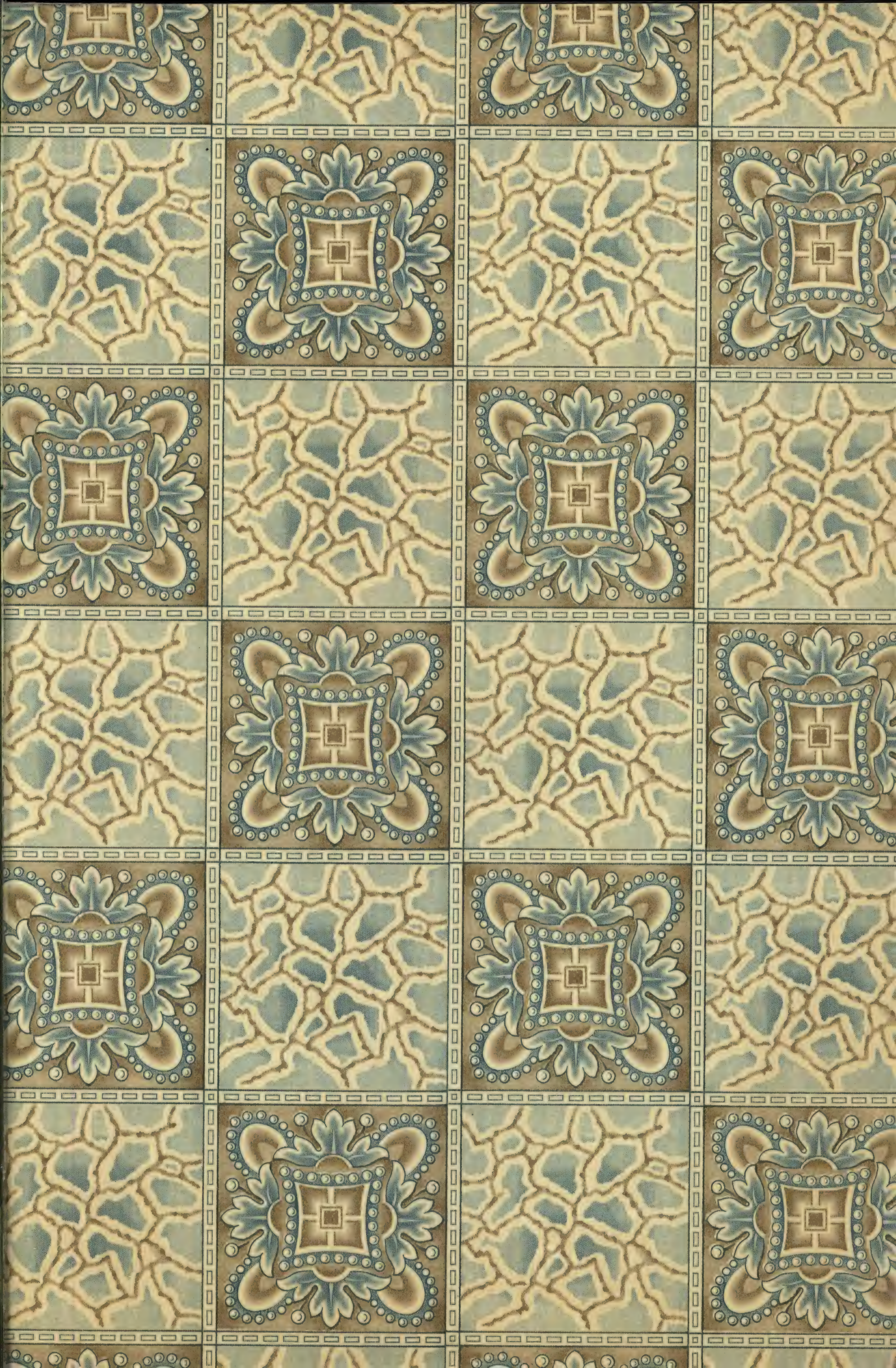
53A932 —CEILING . . . 36c
TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

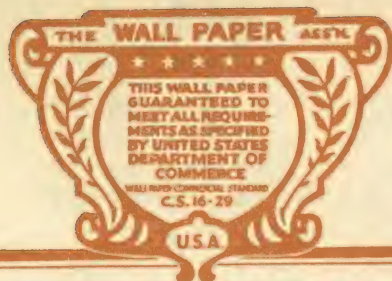
**How Much Wall Paper You Will Need—
and What It Will Cost per Room**

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.36
10 x 12 ft.	8	4	2	16	2.80
10 x 14 ft.	8	5	3	17	3.56
12 x 12 ft.	8	5	3	17	3.56
12 x 16 ft.	9	7	4	20	4.76

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.





Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of Spick and Span

This Paper Is Varnish Coated
Varnish Coated Paper Is Easy to Clean

With this beautiful paper you can keep your kitchen and bathroom walls clean, sanitary and cool appearing. This high grade varnished tile paper, with its neat blue and tan pattern, gives you bright, cheery walls. Wipe occasionally with a damp cloth to keep them clean and shining. We furnish a pretty clouded pattern ceiling paper which matches the sidewall perfectly.

The inexpensive border, 53A4931, furnished adds a delightful touch of color needed in the completed decoration of the room. Varnish tile papers are furnished untrimmed.

WE
PAY THE
POSTAGE

18¢

WE
PAY THE
FREIGHT

A SINGLE ROLL

Sold Only in Double Rolls
16 Yards Long—18 Inches Wide

ORDER BY THESE NUMBERS

53A931 —SIDEWALL . . . 36c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A4931 —BORDER . . . 4c

3½ INCHES WIDE, PER YARD, PREPAID

53A932 —CEILING . . . 36c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID

How Much Wall Paper You Will Need— and What It Will Cost per Room

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8 x 10 ft.	8	3	2	14	\$2.36
10 x 12 ft.	8	4	2	16	2.80
10 x 14 ft.	8	5	3	17	3.56
12 x 12 ft.	8	5	3	17	3.56
12 x 16 ft.	9	7	4	20	4.76

Remember, it is always handy to have an extra roll or two on hand for repairing or patching.

We show a more complete table on page 87. Do not take out for doors and windows—the table allows for that.



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29. U.S. Dept. of Commerce

This Is the Back of a MASTER ART Sample of

Hyklas

Special Ceiling Pattern

A heavily embossed attractive appearing pattern enriched by gold and silver touches. HYKLAS is our finest independent ceiling and an appropriate accompaniment to almost any side wall design. It carries the seal of the Wall Paper Association, endorsed by the U. S. Gov't. Bureau of Standards for color fast design, proper printing, suitable weight of paper, size of roll, etc. Similar quality elsewhere would regularly cost you twice our price or more.

**WE
PAY THE
POSTAGE**

18¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A954—WHITE 36c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A952—CREAM (LIKE SAMPLE) 36c

TO MATCH, PER DOUBLE ROLL OF 16 YARDS, PREPAID



Certified



FADEPROOF

Conforms to Specifications No. C.S.16-29.U.S.Dept.of Commerce

This Is the Back of a MASTER ART Sample of

Fresco

An attractive ceiling pattern embellished with gold color dots and color touches, overlaid with a silver colored tracery. This design blends suitably with almost any side wall pattern. It presents a quality which would regularly cost you elsewhere up to twice our price or more. Our patented READY TRIM feature makes it EASY to HANG; the ground coat given the paper insures long life to the delicate coloring.

**WE
PAY THE
POSTAGE**

12¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A964—WHITE (LIKE SAMPLE) 24c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A966—CREAM 24c

PER DOUBLE ROLL OF 16 YARDS, PREPAID

**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Silver Lace

An attractive inexpensive ceiling pattern whose silver colored design makes this an appropriate match for practically any side wall design. This paper has been given a thorough ground coat, insuring longer life to the color design; it is **READY TRIMMED**, our patented feature, making it **EASY to HANG**. You save one-half or more when you buy your wall paper from the World's Largest Wall Paper Store.

**WE
PAY THE
POSTAGE**

7½¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A960—WHITE 15c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A962—CREAM (LIKE SAMPLE) 15c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

**GROUND
COATED**

EASY TO HANG

VALUE-PLUS
Wall Papers

**READY
TRIMMED**

This Is the Back of a VALUE-PLUS Sample of

Moiré

An old time favorite ceiling pattern, its attractive silky design presenting the frosty appearance its name implies. Moiré is adapted for use with practically any side wall pattern. It is thoroughly ground coated, lengthening the life of the coloring, and is **READY TRIMMED**, an exclusive Sears-Roebuck feature that makes it **EASY to HANG**. Compare it with similar papers selling elsewhere at two or three times our price!

**WE
PAY THE
POSTAGE**

6 $\frac{1}{2}$ ¢

**WE
PAY THE
FREIGHT**

A SINGLE ROLL

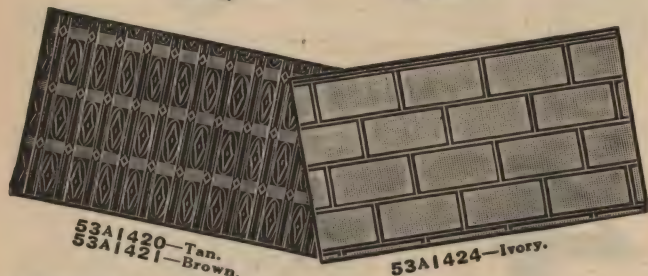
**Sold Only in Double Rolls
16 Yards Long—18 Inches Wide**

ORDER BY THESE NUMBERS

53A956—White, Like Sample 13c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

53A958—Cream 13c
PER DOUBLE ROLL OF 16 YARDS, PREPAID

LINCROSTA WALL COVERING



BORDER
53A1450—Tan. 53A1453—Gray.
53A1451—Blue. 53A1454—Ivory.
53A1452—Brown.

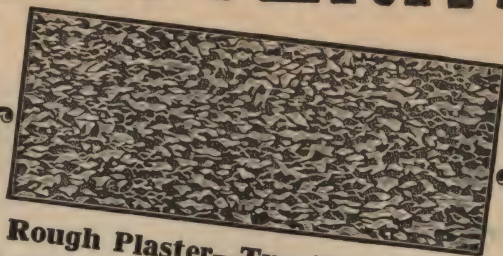
CLAROPHANIE for WINDOWS



Gives Windows a Stained Glass Effect

Produces imitation art glass effect on windows, glass doors, etc. It does not exclude the light and oftentimes takes the place of curtains or shades. May be washed without injury, is guaranteed not to fade, peel or blister. Any housewife can apply it. Directions for applying with each roll. Width, 18 inches. **Postpaid.**

53A1182—Green squares, red blocks, black lines. Per roll, 4½ yards long.....	60c
53A1181—White lace effect pattern. Per roll, 4½ yards long.....	60c
53A1184—Red and green blocks, black lines, white lace effect pattern. Per roll, 4½ yards long.....	60c
53A1186—Red flowers and green leaves, black lines, white lace effect pattern. Per roll, 4½ yards long.....	60c
53A1185—Green squares, black lines, white lace effect pattern. Per roll, 4½ yards long.....	60c



Rough Plaster—Two-Tone Style

A new type Lincrusta Wall Covering displaying the popular rough plaster wall effect in an artistic two-tone finish. This splendid design offers the well known, practically indestructible, washable Lincrusta features, together with an ivory relief design closely patterned after the season's latest vogue in decoration, rough plaster. Like all our other Lincrusta patterns, this covering can be repainted when desired, the nature of the design permitting a wide range of two-tone color effects. Directions for hanging are furnished with each order. Design is 19¾ inches wide.

53A1435—Rough Plaster Two-Tone
Lincrusta. Per yard..... (Postpaid).... **27c**
For border for this design see below.

Hung With Ordinary Paste— Just Like Wall Paper

A practical and high class decoration closely resembling carved leather. Lincrusta Wall Covering presents a very striking appearance when used for paneling or wainscoting in libraries, vestibules, public halls and churches, for stairways and entrance halls; also for the lower third or two-thirds of the dining room walls. May be used with either painted, kalsomined or papered walls. It is one of the most serviceable wall coverings made, being practically indestructible and lasting for many years. Has permanent colors which may be washed without injury. If a color change is desired, apply a coat of ordinary house paint. Directions on how to hang furnished with each order. All designs 19¾ inches wide.

Order by Catalog Number
Per yard, any pattern..... (Postpaid)..... **27c**
3½-Inch Lincrusta Border, in 8-yard rolls only, **10c**
per yard..... (Postpaid).....

Paper Veneer for Walls



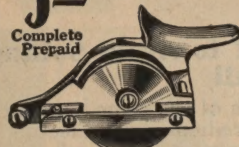
This Paper Veneer is recommended for the walls of dining rooms, halls, stairways and dens. The grain is printed in permanent oil colors on heavy manila paper. It can be hung with ordinary paste. When dry a coat of glue size and a coat of varnish (see our big General Catalog for a full line of varnishes) applied over it results in an appearance of genuine oak wood. Directions for applying are furnished with each roll. Samples furnished on request.

53A909—Straight grained golden oak.
53A911—Straight grained brown weathered oak.
Each roll is 19½ inches wide.
Per 16-yard roll.. (Postpaid).... **40c**

Wall Paper Tools and Supplies

PAPERHANGERS' BRUSHES

Improved SIMPLEX WALL PAPER TRIMMING OUTFIT



Complete
Prepaid

We can supply
all repair parts

The New Improved Simplex Trimmer with patented features is so constructed that it is in perfect alignment at all times. It operates with perfect ease and precision, with the slightest touch of the hand. The blade is a flat bevel ground disc made of high speed tool steel, tempered in oil and water and drawn to a perfect degree of hardness. The edge is so ground that it will last in the compression spring in the axle definitely without sharpening. The supports the position of the blade from one side, and the adjusting screws from the other side eliminate all play in the blade, thereby making certain a true BUTT-WORK cut, and assuring a clean straight shear on all wall papers, Lincrusta, wall burlap, pressed paper and all similar wall coverings. It saves time by cutting several thicknesses at once. The palm of the hand fits the handle perfectly and holds the trimmer firmly.

This trimmer is such a wonderful improvement over all others that paperhangers are discarding their old ones, and purchasing this new up to date trimmer. Order one today, and after you have given it a thorough trial if you do not find it to be all we claim, send it back and we will return the purchase price. Shipped Prepaid.

53A1159—Simplex Outfit, complete with 6-foot wood straight edge. Shipped Prepaid..... \$5.77

53A1161—Simplex Outfit, complete, with 7-foot wood straight edge. Shipped Prepaid..... \$6.06

53A1119—1 extra concave blade for New Style Trimmer for above outfit. Each, Postpaid..... .45c

53A1117—1 extra flat beveled edge blade for Old Style Simplex Trimmer. Each, Postpaid..... .46c

Leader Paste Brush



An inexpensive, satisfactory paste brush. Made of black bristles and horsehair, secured in vulcanized rubber; metal bound. Width, 7½ inches; length of bristles, 2½ inches. Postpaid.

53A1128..... 75c

Save ½ on High Quality Tools and Supplies

The Wall Paper Supplies shown on this page are standard accessories, guaranteed to give satisfactory service. Our Wall Paper Tools are of unusually high quality and are quoted at prices that make the purchase of inferior tools unprofitable. For other supplies see our General Catalog.

We Pay Postage and Freight Charges



Folding
Trestle

\$1.72

POSTPAID

A strong and practical folding trestle. No danger of sticks splitting where the bolts pass through. Height, adjustable, 29 to 33 inches. Width, 36 inches. Made of high grade material. Postpaid.

53A1153—Per pair.... \$1.72

Improved Paste Board



Made of ¾-inch clear air dried basswood, built up of several boards, tongued and grooved to prevent dishing. Four battens to prevent warping. Width, open, 22 inches; closed, 11 inches. Includes zinc cutting strip.

We Pay the Freight

53A1147—Length, 6 ft.. \$2.91

53A1149—Length, 7 ft.. 3.10

53A1151—Length, 8 ft.. 3.59



99c
POSTPAID

Our most popular Paperhangers' Smoothing Brush. Has two rows selected black horsehair, secured in handle with brass wire. Hardwood handle. Width, 12 inches; length of bristles, 2 inches.

53A1127—Postpaid..... 99c



\$1.43
AND UP
POSTPAID

Our finest selected Chinese black bristles secured in vulcanized rubber. Most substantially made and will give long, dependable service.

53A1131

Width, Inches	Bristle Length, Inches	Postpaid Prices
10	2¼	\$1.43
12	2¼	1.53



53A1155—Length, 6 feet. We Pay the Freight..... \$1.89

53A1157—Length, 7 feet. We Pay the Freight..... \$2.14

26c
Postpaid



A very low priced brush for occasional home jobs of paperhanging. Has two rows of selected white Tampico. Will not scratch or tear the paper. Hardwood handle. Width, 12 inches. Length of bristles, 2 inches.

53A1129 Postpaid..... 26c

Paperhangers' Paste Brush

For a lower priced paste brush see 53A1128 below at left.

6½-inch handle. Metal bound bristles and horsehair secured in vulcanized rubber. Wonderful value. Width, 6 in. Length of bristles, ¾ in. Postpaid.



Postpaid

53A1125..... \$1.42

Steel Bound Ruled Knife Straight Edge

Made of white pine and redwood, bound with square edge steel, set with screws. As true a straight edge can be made.

53A1155—Length, 6 feet. We Pay the Freight..... \$1.89

53A1157—Length, 7 feet. We Pay the Freight..... \$2.14

Cold Water Paste

2-Lb. Bag,

29c
POSTPAID



An Economical High Quality Paste Mix with cold water into a smooth, transparent paste. Will not sour or thin out when standing. One 2-pound bag will make about 2½ gallons of paste, enough for the average large room. Shipped Prepaid.

53A1139

2-pound bag \$0.29

5-pound bag67

25-lb. galvanized iron pail.. 3.10

Le Page's Tested Ground Glue

(Not Illustrated)

For mending practically anything made of wood. Used also for glue sizing when kalsomining or sizing walls before hanging wall paper. Used by mechanics and home owners. Directions enclosed. Postpaid.

53A1137—1-lb. carton..... 30c

Folding Paste Table

\$5.50

6 Feet
PREPAID



Straight Edge and Tools Not Included

Strong and light in weight, with space inside for carrying straight edge and tools. A zinc cutting strip furnished with each table. Width, open, 22 inches; closed, 11 inches; height, 32 inches.

We Pay the Freight.

53A1141—Length, 6 feet.. \$5.50

53A1143—Length, 7 feet.. 5.96

53A1145—Length, 8 feet.. 6.37

Zinc Strips

(Not illustrated)

A necessary accessory when trimming wall paper with Simplex or any other regulation trimmer operated with straight edge. Furnished in 6, 7 or 8-foot lengths. In ordering be sure to state length.

53A1175—Zinc Strip. Postpaid..... 31c

PAPERHANGERS' TOOLS



47c
POSTPAID

Combination Base Trimmer and Paper Knife

Made to help you do a better and quicker job of paper hanging.

53A1111—Postpaid..... 47c

Wall Paper Trimmer or Wheel Knife

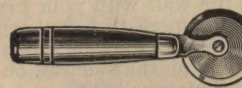


63c POSTPAID

Blade is made of high grade tempered steel. 2 in. in diameter.

53A1109—Postpaid..... 63c

Wheel Knife



44c
POST-PAID

For trimming wall paper. Shoulder on both sides. Blade, 2 inches in diameter. Postpaid.

53A1105..... 44c

Wall Paper Scraper



13c
POSTPAID

Wall Scraping Knife. Stiff blade, 3½-inch square point. Hardwood handle. Postpaid.

53A1121..... 13c

Paperhangers' Shears

Guaranteed Unbreakable

\$1.28
Postpaid

Best Quality Professional Paperhangers' Shears, made with spring steel blades, forged steel handles, and guaranteed unbreakable. Size, 12 inches. Length of cut, 5½ inches.

53A1135 Postpaid..... \$1.28

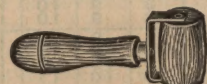
Cast Shears

For paperhangers and general household use (not illustrated). Postpaid.

Size, inches 9¾ 11¾

Length of cut, inches..... 4½ 6¾

53A1133 44c 60c



Large
Seam
Roller

1¾ in. wide. Maple roller.

53A1101—Postpaid..... 40c



44c POSTPAID

Base Trimmer

For trimming around casings, frames, etc. Blade, 1½ inches in diameter. Postpaid.

53A1113..... 44c



65c POSTPAID

Will cut ingrain, burlap or Lincrusta with ease. Blade makes a clean cut without crushing edge of paper. Postpaid.

53A1115..... 65c

Base Trimmer



Serrated edge. A handy tool for trimming around casings, frames, etc. Postpaid.

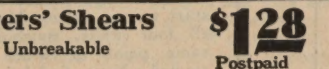
53A1107..... 50c

Paperhangers' Knife



Professionals' full size knife. Extra quality steel. Size of blade, 3½x1½ inches. Postpaid.

53A1123..... 25c



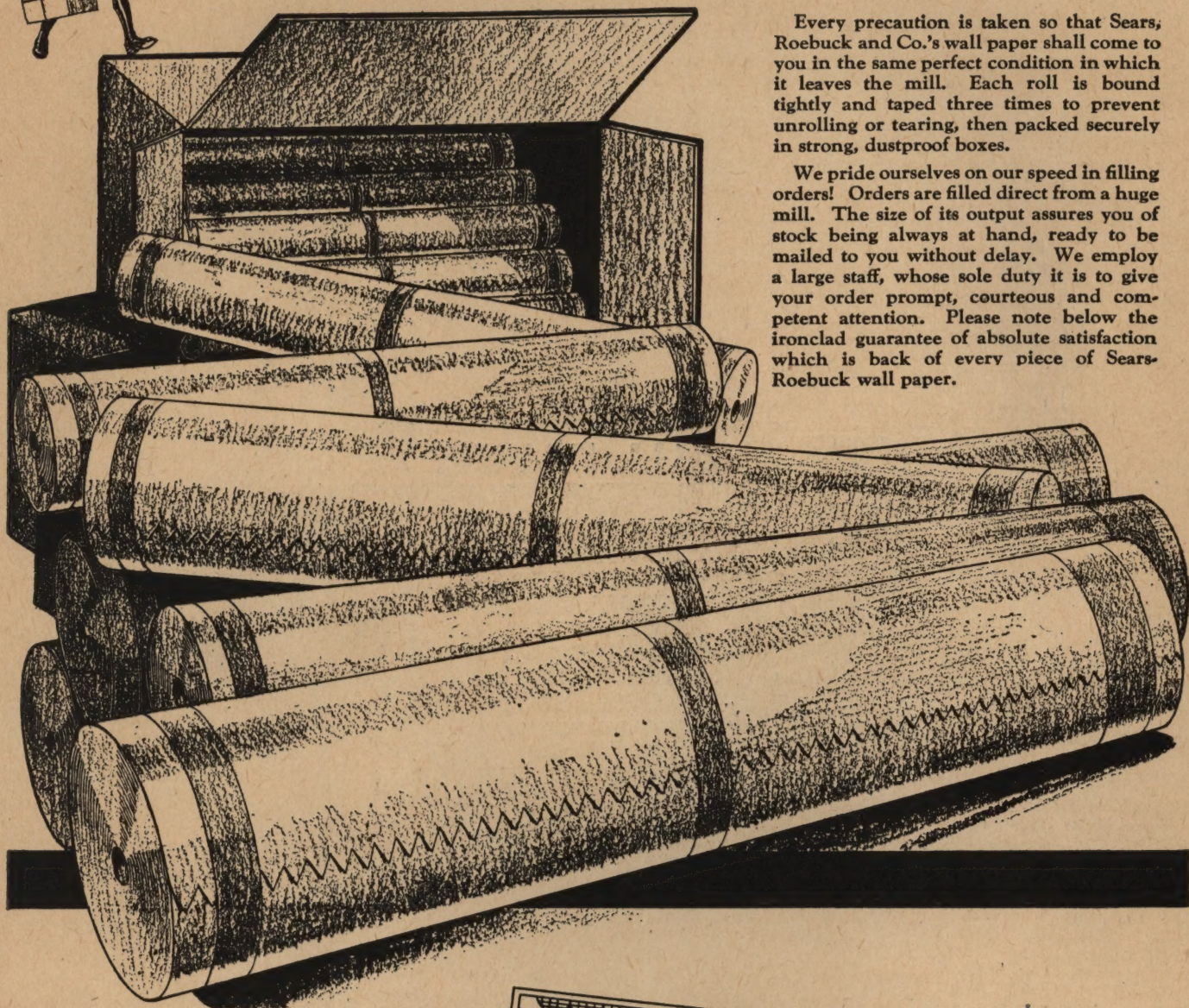
97c Postpaid

Cloth covered. This is a well constructed and very satisfactory roller, 8 inches wide. Postpaid.

53A1103..... 97c



QUICK-CLEAN-SAFE DELIVERY in Strong Dustproof Boxes



Every precaution is taken so that Sears, Roebuck and Co.'s wall paper shall come to you in the same perfect condition in which it leaves the mill. Each roll is bound tightly and taped three times to prevent unrolling or tearing, then packed securely in strong, dustproof boxes.

We pride ourselves on our speed in filling orders! Orders are filled direct from a huge mill. The size of its output assures you of stock being always at hand, ready to be mailed to you without delay. We employ a large staff, whose sole duty it is to give your order prompt, courteous and competent attention. Please note below the ironclad guarantee of absolute satisfaction which is back of every piece of Sears-Roebuck wall paper.

The world's most liberal wall paper guarantee! An absolute satisfaction-or-your-money-back offer, backed by one of the largest wall paper dealers in the world! You are to be sole judge of whether or not our wall paper measures up to your requirements for satisfaction. We would far rather stand the loss of the money than the loss of your confidence. Remember this—no matter what grade of paper you select, or what you pay for it, at Sears, Roebuck and Co., you're saving half the price you'd pay elsewhere at retail. And if, for any reason, you regret the purchase, we stand ready to make good our promise.

555

Backed by This Ironclad Guarantee of Absolute ...Satisfaction...

If you are not perfectly satisfied with our paper, return it! If you like, you may order enough of any one of our patterns to paper a room; hang two or three strips. Then if you do not wish to keep it, return what you have left, and we will send back the money you paid for the entire lot, including shipping charges for the return.

Sears, Roebuck and Co.



We Pay the Postage and Freight





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